



Gerri Lewis <glewis@ctportauthority.com>

Next steps

7 messages

Matthews, Evan <Evan.Matthews@ct.gov>

Mon, Oct 30, 2017 at 2:24 PM

To: Loren Mahler <loren@dealmahlerstrategies.com>

Cc: Gerri Lewis <glewis@ctportauthority.com>, Nancy DiNardo <Ndinardo1@aol.com>, "Bates, Scott D" <Scott.Bates@ct.gov>

Loren,

Congratulations, our review Committee was very impressed by your approach to strategic communications, and like to ask you if your firm would consider only working on that piece. They are prepared to recommend to the full board at our meeting this Wednesday (see agenda here http://ctportauthority.com/wp-content/uploads/2017/05/CPA_Meeting-Agenda_11012017.pdf).

My question to you is 1) are you interested in splitting the work and 2) can you give me a proposal for just the strategic communications and public affairs piece by Wednesday?

Thanks, and we look forward to receiving your updated proposal based on feedback from the board.

-



Evan H. Matthews

Executive Director

Connecticut Port Authority

455 Boston Post Rd Suite 204, Old Saybrook, CT 06475

P: 860.577.5174 | E: ematthews@ctportauthority.com | W: www.ctportauthority.com



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24K

MEETING OF THE
CONNECTICUT PORT AUTHORITY
COMMUNICATIONS & MARKETING AD HOC COMMITTEE

MONDAY, OCTOBER 30, 2017 – 10:00 A.M.

CPA OFFICE
455 BOSTON POST ROAD; STE. 204
OLD SAYBROOK, CT 06475

AGENDA

1. Call to Order.
2. Review and Approve RFP Selection
 - A. Presentation by Quinn & Hary
 - B. Presentation by Loren Mehler
3. Adjournment.

MEETING OF THE
CONNECTICUT PORT AUTHORITY
COMMUNICATIONS & MARKETING AD HOC COMMITTEE

MONDAY, OCTOBER 30, 2017 – 10:00 A.M.

CPA OFFICE
455 BOSTON POST ROAD; STE. 204
OLD SAYBROOK, CT 06475

MINUTES

1. Call to Order.

Chairman DiNardo called the meeting to order at 10:10 a.m.

Members in attendance:

Scott Bates; Evan Matthews; Don Frost;

Absent:

John Johnson

Staff:

Joe Salvatore; Andrew Lavigne

2. Review and Approve RFP Selection

A. Presentation by Dealy Mahler

B. Presentation by Quinn & Hary

Power Point Presentations were made by Dealy Mahler and Quinn & Hary.

After deliberations, the committee decided to split the responsibilities of Communications & Marketing between the two firms.

Evan is in the process of renegotiating with Dealy Mahler to focus on media relations and public affairs. He is waiting to hear back from them.

Quinn & Hary has not been contacted yet.

3. Adjournment.

The meeting adjourned at 12:15 p.m.



Dealy Mahler
Strategies, LLC

Connecticut Port Authority

Communications and Marketing Proposal

September 15, 2017



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Introduction

Thank you for the opportunity to present this communications and marketing proposal to the Connecticut Port Authority (CPA). As a Connecticut-based firm, Dealy Mahler Strategies, LLC is constantly seeking out ways to help businesses and organizations here at home elevate their voice and expand their economic opportunities in Connecticut and across the country.

With a background that encompasses corporate communications, public affairs, work in the federal government and crisis communications management across complex issues and networks of stakeholders, we are well-equipped to help the CPA build a communications infrastructure and execute a strategy that enables long-term economic growth.

Our team looks forward to working with you as we tackle this exciting new phase of growth for the Connecticut Port Authority.

Objective

To support the Connecticut Port Authority's new strategies for economic development by identifying new target markets and providing communications and marketing services that best position Connecticut before those audiences and the maritime industry writ large.

Situational Analysis

The Connecticut Port Authority has responsibility for a wide range of issues related to the maritime industry, from maintaining navigability and infrastructure to developing public and private investment and growing the overall maritime industry across the state. Since its creation in 2014, CPA has made tremendous strides in establishing an infrastructure to manage this spectrum of issues, but to harness CPA's full potential requires a more comprehensive approach.

This has brought CPA to an inflection point. Establishing an organizational identity and leveraging it to develop and execute a strategic communications and marketing plan will enable CPA to not only reach its target audiences more effectively, but will also provide CPA with a stronger voice on the issues that matter most to Connecticut and the maritime industry.

Whether it's the growing debate over dredging with its implications for national security and the environment or Connecticut's new cybersecurity strategy that places a significant emphasis on critical infrastructure protections, a smart, holistic communications plan will enhance CPA's current economic development efforts and add value in any situation.

Proposal

Overview

To accomplish CPA's objectives, we recommend a 3-phase strategy:

- 1. Research and Foundation Building**
- 2. Strategy Development**
- 3. Execution**

Phase I – Research and Foundation Building

A successful communications strategy is based on telling a story clearly and finding the messaging and mediums that resonate with target audiences. Phase I would develop each of these building blocks and detail how they will be best be utilized in a long-term communications and marketing effort.

Our work would include:

Stakeholder Audit

Working with CPA's business development efforts, we will identify the audiences and stakeholders aligned to CPA's economic development plans and provide in-depth analysis of each group. Our team will also look outside of CPA's traditional audiences to ensure that no opportunities are left unexplored.

Industry Landscape Review

To gain greater a deeper understanding of the current state of the maritime industry, we will conduct a comprehensive review across traditional and social media. This will provide insight into the issues driving public-facing conversation as well as CPA's current positioning in relation to identified competitors.

In-Depth Interviews

To further deepen our understanding of CPA's current position within the industry, we will meet with a select number of CPA's primary stakeholders both internally and externally to get their first-hand perspective on CPA's current status and identity.

Phase I – Research and Foundation Building

Material and Program Review

As we research and review audiences and the industry, we will conduct a thorough review of CPA's current communications programs, processes, materials and channels. Understanding how CPA currently communicates will better enable us to leverage existing resources and recommend improvements.

Vision and Narrative Development

A communications and marketing plan is only as good as the story it tells. We will work through a process that captures your vision and, combined with the insights gained from our research and our in-depth stakeholder interviews, we will develop a narrative framework that tells the CPA story—past, present and future—with particular emphasis on the strengths that differentiate CPA within the industry and its importance to Connecticut.

Messaging Framework

Based on the vision and the insights developed, we will craft a messaging framework that clearly communicates CPA's story and its goals to the different audiences we've identified. This framework will guide all future communications, ensuring message discipline and consistency, while remaining flexible enough to be used with a variety of audiences.

Phase II – Strategy Development

Once we've established CPA's identity and gained valuable insights into the current state of play across the industry, we will leverage those two things to build a communications and marketing strategy that elevates the CPA before relevant audiences and positions it to have a voice on developing issues.

Our plan could include:

Issues Platform

Identify a focused number of issues related to the maritime industry that CPA can “own” and establish itself as the authoritative voice to leverage and engage influencers and create additional earned marketing opportunities.

Media Relations

Identify key outlets, reporters and influencers, both traditional and online, and develop and pitch stories aligned to targeted audiences and issues. This would also include opportunities to generate additional visibility through op-eds, media commentary, speaking opportunities and others based off the defined issues platform.

Phase II – Strategy Development

Event Options

Develop comprehensive conference, convention and other events calendar. The calendar represents external events at which CPA may want to participate. We would also develop options for convening industry leaders and interested parties through events such as roundtables and issue-specific mini conferences that would provide a platform to reach an influential, audience with your message.

Advertising Considerations

Evaluate and provide recommendations on advertising, including counsel on budgeting and placement priorities, digital advertising options and search engine optimization.

Marketing Guidance

Identify and support marketing opportunities aligned to CPA's communications and business development efforts. This could include a variety of opportunities, such as industry conference sponsorship and/or event promotion.

Crisis Planning

Develop a plan for responding to a range of crisis scenarios, paying particular attention to cyber attack scenarios, per the new Connecticut Cybersecurity Strategy. This could also involve assisting in the development of a "crisis playbook" and table top exercises to ensure CPA staff are prepared to respond to a crisis.

Government Relations Support

Develop a communications, public affairs and advocacy framework that can be utilized, as necessary, to enhance government relations efforts at the local, state and federal level. This could include targeted media outreach on specific issues, educational opportunities for public officials and policy-themed conferences.

Dealy Mahler Strategies, LLC

Phase III – Execution

Once the Phase II plan is developed and agreed to, we will execute on the planned program elements. In addition, our work could include the following:

Master Calendar Ownership

Develop a master calendar of public-facing efforts across the CPA, in order to ensure coordination and effective planning timelines, messaging and audience outreach.

Media Monitoring

Provide a regular media report on relevant issues, and monitor online conversations to identify opportunities and issues that may impact CPA. This insight will allow us to adjust our plan as necessary over time.

Media and Presentation Training

Prepare you for dealing with the challenges and potential scenarios of an interview or major presentation. Using our extensive experience working with all types of media and presentation audiences, we walk you through the tips and tricks proven to help you succeed.

Reporting

Determine a regular interval for progress reports outlining media coverage and other relevant indicators of success based on our established timeline of activity.

Meet Your Team

Your Team

Dealy Mahler Strategies, LLC *Prime Contractor*

Dealy Mahler Strategies, LLC is a strategic communications & public affairs firm that advises clients on cybersecurity and defense-related issues, with a focus on increasing impact and effectively managing risk.

Leveraging experience across national security, corporate communications and crisis management, we help clients grow their business through smarter communications strategies while protecting themselves through improved planning and incident response management.

Our services include reputation management, messaging and narrative development, industry research and analysis, cyber communications counsel and crisis planning and response.

McDowell Jewett Communications *Subcontractor, Public Relations*

McDowell Jewett Communications specializes in media relations, and social and digital media management in the category of public affairs.

Technical Approach

As part of our standard business model, Dealy Mahler Strategies regularly engages other consultants and agencies in order to build a team that provides the best service to our clients. For this proposal, Loren Dealy Mahler will be your primary point of contact throughout the engagement and will draw on the expertise of other team members and McDowell Jewett Communications, as needed, to perform specific tasks and functions.



Loren Dealy Mahler

*President,
Dealy Mahler Strategies, LLC*

Dealy Mahler Strategies, LLC

Loren is a seasoned strategic leader with high-level government and private sector experience across national security, strategic communications and crisis management.

From the White House to corporate America, Loren has helped clients leverage effective communications strategies to further business and policy objectives, while mitigating brand impact through effective cyber incident planning and response.

Loren has advised top government officials in her roles as Director of Legislative Affairs at the National Security Council and as Communications Director for Office of Legislative Affairs at the Department of Defense. In these roles, she was responsible for advancing the Administration's legislative priorities at the height of the wars in Afghanistan and Iraq.

Prior to that, she ran the communications office for the House Armed Services Committee, where she built an operation that elevated the opinions of committee members and made the annual Defense Bill accessible to a public audience. After leaving government service, Loren helped Fortune 500 companies and national nonprofits grow and protect their organizations, as Vice President of Corporate Communications for a PR firm in New York.

In early 2016, she launched Dealy Mahler Strategies, LLC, and hasn't looked back.

Loren is a graduate of Princeton University and holds a Masters in Public Policy from the McCourt School at Georgetown University. She is a former Fellow at the Connecticut Institute for the 21st Century, where she published a report on the Defense Manufacturing Workforce. Loren and her family currently reside in Milford, CT.



Elie Jacobs

***Senior Strategist,
Dealy Mahler Strategies, LLC***

Elie Jacobs is a seasoned corporate strategist and communications consultant. With an emphasis on strategic and crisis communications, message development, media training, and media relations. He has helped corporations, non-profits and high-profile individuals tell their stories and successfully overcome some of their most challenging situations. Elie is also a sought after advisor for candidates and elected officials.

Elie has experience working on multifaceted public relations and public affairs campaigns, cyber breaches and other crisis scenarios, communications programs for complex mergers & acquisitions and IPOs, and other demanding situations. He also has years of experience acting as an on-the-record spokesman for clients. Elie has previously worked for some of the leading public affairs and strategic communications consultancies in the world, including: Brunswick Group, LLC; Public Strategies, Inc.; Sloane & Company; Glover Park Group; and Kivvit.

Elie is a partner in the Truman National Security Project, on the advisory board of No One Left Behind and a Dūcō Expert. He was a co-founder of JNFuture (the young leadership of the Jewish National Fund), and a past Carnegie New Leader. He is also the co-editor of *Covenantal Imperatives: Essays by Walter S. Wurzburger on Jewish Law, Thought and Community* (Urim 2008).

Elie began his communications career as a press aide in the post-presidential office of President Bill Clinton, handling Clinton's briefing materials and working with the news media. After spending a year in Israel after high school, he graduated from Rutgers University with a dual degree in History and Hebraic Studies.



Dean Pagani

***Senior Vice President,
McDowell Jewett Communications***

Since the early 1980's, Dean Pagani has been part of the world of public affairs in Connecticut as a journalist, public relations consultant and political advisor to top elected officials.

He served as communications director and chief of staff to the governor of Connecticut for eight years, which included two landslide re-election campaigns, the daily management of the governor's policy agenda and numerous public safety crises. Dean is also known for providing steady public relations counsel to the governor during an impeachment inquiry and criminal investigation.

Prior to his work in the governor's office Dean served as a media advisor to the Republican leadership in the state Senate and helped manage the campaign to defeat a bill to expand casino gambling. Dean has legislative experience on Capitol Hill in Washington, where he served as press secretary to former U.S. Senator Kay Bailey Hutchison of Texas. In 2010, he was a senior public relations adviser to the Connecticut gubernatorial campaign of Tom Foley.

Dean has worked with a number of private sector public relations clients including; Shell Oil, Broadwater Energy, Nestle Waters and Pfizer. He has managed a number of issue advocacy campaigns for Connecticut non-profits and offered discrete crisis management guidance to private companies facing intense public scrutiny.

Dean holds a Master's degree in New Media Photojournalism from the Corcoran College of Art and Design in Washington, D.C. He is a Connecticut native.

Experience

Silicon Valley Health Technology Company

A large consumer-facing health technology company wanted to increase its voice around issues related to privacy and data protection. Incorporating research insights and internal/external stakeholder input, we built a messaging platform and strategic communications plan that enabled leadership to engage in a way that resonated with identified audiences.

Truman National Security Project

The Truman National Security Project wanted to elevate its national profile after the 2016 election. Leveraging Truman's work at the national, state and local level, we advised on the creation and execution of a post-election day communications strategy designed to increase Truman's brand recognition with the public.

Non-Profit Cultural Institution

A high profile, non-profit organization in the arts recently faced a contentious series of budget cuts, staff layoffs and an increasingly unfriendly press corps. We developed a strategic communications plan that included significant background research, message development, media training, a series of targeted engagements with media, and a multi-scenario crisis plan.

Experience

Ivy League Veterans Council

The ILVC is a coalition of student veteran groups from Ivy League schools. As they were first getting started, we helped develop an organizational identity and messaging framework that allowed them to clearly and consistently talk about their work to targeted audiences of veterans, university officials and the media.

Education Reform Organization

A new-to-scene national education reform organization wanted to disrupt the K-12 education system with new online tools and technologies. The education reform space can be highly contentious, so we drafted a communications strategy that leveraged precise messaging, a targeted media launch, and executive influence to set them up for long-term success.

Connecticut Green Bank

McDowell Jewett Communications

The Connecticut Green Bank, a quasi-public state agency, was established to promote green energy projects in Connecticut. Work includes raising the Green Bank's profile through placement of news stories in traditional media, marketing the resulting stories further through social media channels, monitoring coverage of the Connecticut Green Bank and the industry as a whole, media training for Green Bank experts and strategic advice to enhance Green Bank's standing within state government.

References

Andrew Kirtzman, President, Kirtzman Strategies LLC

[REDACTED]

Lauren Karasek, Executive Director of Social Media, Spark Growth

[REDACTED]

Alexandra Toma, Executive Director, Peace and Security Funders Group

[REDACTED]

Paul Arcangeli, Minority Staff Director, House Armed Services Committee

[REDACTED]

Frank Spring, former Director of Political Affairs, Truman National Security Project

[REDACTED]

Craig Connolly, Connecticut Green Bank, Director of Marketing and Communications

[REDACTED]

Budget

Budget

Program Elements	Estimated Timeline*	Cost
Phase I: Research and Foundation Building	2 months	\$20K
Phase II: Strategy Development	1 month	\$15K
Phase III: Execution	9 months**	\$10K/month
Total	12 months	\$125K

* Timelines depend on multiple variables, such as response rate and scheduling efficiency

** Execution can begin earlier if events warrant

Schedule A

CLASSIFICATION OF EMPLOYEE MAXIMUM HOURLY RATE OF PAY

Experience Level of Consultant(s)	Hourly Rate
Junior Consultant (1-4 years' experience)	75
Mid-Level Consultant (4+ years' experience)	100
Senior Consultant (4-8 years' experience)	125
Expert Consultant (8+ years' experience)	200
Senior Expert Consultant (20+ years' experience)	250

***Classification and rates to be determined during negotiations for Extra Services.**

Thank You.

More information:

Loren@dealmahlerstrategies.com

www.DealyMahlerStrategies.com



Evan Matthews <ematthews@ctportauthority.com>

Re: PR for Connecticut Port Authority

4 messages

Loren Dealy Mahler <ldealy@gmail.com>
To: "Matthews, Evan" <Evan.Matthews@ct.gov>

Fri, Aug 25, 2017 at 1:25 PM

Hi Scott,
Thanks for your email and the introduction! I would be happy to help out and will connect with Evan to learn more. I'm dropping you to the bcc line to spare you our scheduling emails.

Hi Evan,
It's nice to "meet" you! I'd love to connect soon to discuss your communications goals, but I'm actually out of town for work all next week. Depending on the immediacy of your need, I'd be happy to either schedule a call while I'm gone or set-up an in-person meeting the week after next. Just let me know your preference and availability.

Thank you, and Happy Friday to you both!
Loren

On Fri, Aug 25, 2017 at 12:36 PM, Scott Bates <scottbates1966@gmail.com> wrote:

Hi Loren:

I'm thinking it would be great if you were able to have a conversation with the Executive Director of the CT Port Authority, Evan Matthews (copied here).

We are thinking through how to meet our communications needs and know you could have some good thoughts on this- and indeed I'd be interested in seeing how we might work together.

Meet each other or talk when you can-

Thanks

Matthews, Evan <Evan.Matthews@ct.gov>
To: Scott Bates <scottbates1966@gmail.com>, Loren Dealy Mahler <ldealy@gmail.com>
Cc: Joe Salvatore <joseph.salvatore@ct.gov>

Fri, Aug 25, 2017 at 1:42 PM

Loren – we are looking to have an RFP out next week. We will make sure your on the e distribution.

Thanks, Evan

WE HAVE MOVED PLEASE NOTE THE NEW ADDRESS BELOW:

Evan H. Matthews



Executive Director

Connecticut Port Authority

455 Boston Post Rd Suite 204, Old Saybrook, CT 06475

P: 860.270.8018 | E: Evan.Matthews@ct.gov | W: www.ctportauthority.com

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Matthews, Evan <Evan.Matthews@ct.gov>
To: Loren Dealy Mahler <ldealy@gmail.com>
Cc: Scott Bates <scottbates1966@gmail.com>

Mon, Aug 28, 2017 at 5:56 PM

Loren :

As promised, here is our communications RFP. We're looking for responses by 9/15.

Thanks, Evan

WE HAVE MOVED PLEASE NOTE THE NEW ADDRESS BELOW:



Evan H. Matthews

Executive Director

Connecticut Port Authority

455 Boston Post Rd Suite 204, Old Saybrook, CT 06475

P: 860.270.8018 | E: Evan.Matthews@ct.gov | W: www.ctportauthority.com

From: Loren Dealy Mahler [mailto:ldealy@gmail.com]
Sent: Friday, August 25, 2017 3:12 PM
To: Matthews, Evan <Evan.Matthews@ct.gov>

<image002.jpg>Evan H. Matthews

Executive Director

Connecticut Port Authority

455 Boston Post Rd Suite 204, Old Saybrook, CT 06475

P: 860.270.8018 | E: Evan.Matthews@ct.gov | W: www.ctportauthority.com

From: Loren Dealy Mahler [mailto:ldealy@gmail.com]

Sent: Friday, August 25, 2017 3:12 PM

To: Matthews, Evan <Evan.Matthews@ct.gov>

Cc: Scott Bates <scottbates1966@gmail.com>; Salvatore, Joseph R. <Joseph.Salvatore@ct.gov>

Subject: Re: PR for Connecticut Port Authority

Thanks, Evan. I will be sure to keep an eye out. I imagine it will be an interesting project!

On Fri, Aug 25, 2017 at 1:44 PM, Matthews, Evan <Evan.Matthews@ct.gov> wrote:

Loren – we are looking to have an RFP out next week. We will make sure your on the e distribution.

Thanks, Evan

WE HAVE MOVED PLEASE NOTE THE NEW ADDRESS BELOW:

<image004.jpg>Evan H. Matthews

Executive Director

Connecticut Port Authority

455 Boston Post Rd Suite 204, Old Saybrook, CT 06475

P: 860.270.8018 | E: Evan.Matthews@ct.gov | W: www.ctportauthority.com

From: Scott Bates [mailto:scottbates1966@gmail.com]

Sent: Friday, August 25, 2017 12:37 PM

To: Matthews, Evan <Evan.Matthews@ct.gov>; Loren Dealy Mahler <ldealy@gmail.com>

Subject: PR for Connecticut Port Authority

Hi Loren:

I'm thinking it would be great if you were able to have a conversation with the Executive Director of the CT Port Authority, Evan Mathews (copied here).

We are thinking through how to meet our communications needs and know you could have some good thoughts on this- and indeed I'd be interested in seeing how we might work together.

Meet each other or talk when you can-

Thanks

<CPA Communication Marketing Service RFP.pdf>

Matthews, Evan

From: Matthews, Evan <Evan.Matthews@ct.gov>
Sent: Monday, August 28, 2017 5:47 PM
To: 'Bj Finnell'
Subject: Communications RFP
Attachments: CPA Communication Marketing Service RFP.pdf

BJ – please find the RFP attached for CPA’s communications services.

Thanks, Evan



WE HAVE MOVED PLEASE NOTE THE NEW ADDRESS BELOW:

Evan H. Matthews
Executive Director
Connecticut Port Authority

455 Boston Post Rd Suite 204, Old Saybrook, CT 06475

P: 860.270.8018 | E: Evan.Matthews@ct.gov | W: www.ctportauthority.com

Matthews, Evan

From: Matthews, Evan <Evan.Matthews@ct.gov>
Sent: Monday, August 28, 2017 5:50 PM
To: 'Herb Emanuelson'; 'Jill Adams'
Subject: communications RFP
Attachments: CPA Communication Marketing Service RFP.pdf

Herb and Jill –

We have enjoyed working with you on our logo and other projects, and are seeking to contract with a firm for a range of communications services.

Thanks, Evan



WE HAVE MOVED PLEASE NOTE THE NEW ADDRESS BELOW:

Evan H. Matthews
Executive Director
Connecticut Port Authority

455 Boston Post Rd Suite 204, Old Saybrook, CT 06475

P: 860.270.8018 | E: Evan.Matthews@ct.gov | W: www.ctportauthority.com

Matthews, Evan

From: Matthews, Evan <Evan.Matthews@ct.gov>
Sent: Wednesday, August 30, 2017 4:39 PM
To: 'Josh Silverman'
Subject: RE: communications RFP

Josh – how about tomorrow at 11am?



WE HAVE MOVED PLEASE NOTE THE NEW ADDRESS BELOW:

Evan H. Matthews
Executive Director
Connecticut Port Authority

455 Boston Post Rd Suite 204, Old Saybrook, CT 06475
P: 860.270.8018 | E: Evan.Matthews@ct.gov | W: www.ctportauthority.com

From: Josh Silverman [mailto:josh.silverman@adamsknight.com]
Sent: Wednesday, August 30, 2017 4:26 PM
To: Matthews, Evan <Evan.Matthews@ct.gov>
Subject: Re: communications RFP

Evan,

Thank you so much for your email and for the opportunity to participate in your RFP. I met with Jill and Herb earlier today – both of whom send you their best -- to review A&K's previous work for the Port Authority. Based on the communications services you've outlined, I will be your contact during the RFP process.

I was wondering if you have any time tomorrow or Friday for a call to discuss the RFP? I want to make sure Adams & Knight is proposing a solution that exceeds your expectations, not your budget.

I'm available at any of the following times:

Thursday: 9am, 11am, 1pm, 3pm
Friday: 9am, 11am, 2pm

Thanks again. I look forward to working with you.

Best,
Josh

Adams & Knight, Inc.
Joshua Silverman
Vice President, Content & Influencer Marketing
80 Avon Meadow Lane | Avon, CT 06001
860.676.2300 x 157 | mobile 203.216.0488
[Web](#) | [Facebook](#) | [Twitter](#) | [LinkedIn](#) | [YouTube](#)

From: Evan Matthews <Evan.Matthews@ct.gov>

Date: Monday, August 28, 2017 at 5:51 PM

To: Herbert Emanuelson <herb.emanuelson@adamsknight.com>, Jill Adams <jill.adams@adamsknight.com>

Subject: communications RFP

Herb and Jill –

We have enjoyed working with you on our logo and other projects, and are seeking to contract with a firm for a range of communications services.

Thanks, Evan

WE HAVE MOVED PLEASE NOTE THE NEW ADDRESS BELOW:



Evan H. Matthews

Executive Director

Connecticut Port Authority

455 Boston Post Rd Suite 204, Old Saybrook, CT 06475

P: 860.270.8018 | E: Evan.Matthews@ct.gov | W: www.ctportauthority.com

Matthews, Evan

From: Matthews, Evan <Evan.Matthews@ct.gov>
Sent: Wednesday, September 6, 2017 12:19 PM
To: 'Scott Bates'
Subject: RE: FW: RFP Communications & Marketing Services
Attachments: cpa_fy17_budget_vweb.pdf



WE HAVE MOVED PLEASE NOTE THE NEW ADDRESS BELOW:

Evan H. Matthews
Executive Director
Connecticut Port Authority

455 Boston Post Rd Suite 204, Old Saybrook, CT 06475
P: 860.270.8018 | E: Evan.Matthews@ct.gov | W: www.ctportauthority.com

From: Scott Bates [mailto:scottbates1966@gmail.com]
Sent: Wednesday, September 6, 2017 10:02 AM
To: Matthews, Evan <Evan.Matthews@ct.gov>
Subject: Re: FW: RFP Communications & Marketing Services

If our overall budget is about \$ 1 million a year; we should think of this as a large part of our marketing budget.

Can you send me our budget and how much we have set aside for this (assuming the appropriation level continues.)

On Mon, Aug 28, 2017 at 2:48 PM, Matthews, Evan <Evan.Matthews@ct.gov> wrote:

I know you are on vacation but this is ready to hit the street and have a decision for the board at the September meeting. The scope was taken from the Connecticut innovations contract.

WE HAVE MOVED PLEASE NOTE THE NEW ADDRESS BELOW:



Evan H. Matthews
Executive Director
Connecticut Port Authority

455 Boston Post Rd Suite 204, Old Saybrook, CT 06475

P: [860.270.8018](tel:860.270.8018) | E: Evan.Matthews@ct.gov | W: www.ctportauthority.com

From: Salvatore, Joseph R.
Sent: Monday, August 28, 2017 11:32 AM
To: Matthews, Evan <Evan.Matthews@ct.gov>
Subject: RFP Communications & Marketing Services

I added the Capabilities Deck. Did some formatting clean-up.

You are set to post-send out.



Joseph R. Salvatore
Program Manager
Connecticut Port Authority

505 Hudson Street, 3rd Floor, Hartford, CT 06106

P: [860.270.8199](tel:860.270.8199) | E: joseph.salvatore@ct.gov | W: www.portsct.com

Matthews, Evan

From: Matthews, Evan
Sent: Friday, September 15, 2017 2:34 PM
To: 'Loren Mahler'
Cc: Gerri Lewis
Subject: RE: RFP Submission - Communications and Marketing

Dear Lorin,

Thank you for your interest in the CT Port Authority. We acknowledge receipt of your proposal. We will present our recommendation to the Board on Wednesday. So you should be hearing from us soon.

Thanks and best regards, Evan



WE HAVE MOVED PLEASE NOTE THE NEW ADDRESS BELOW:

Evan H. Matthews
Executive Director
Connecticut Port Authority

455 Boston Post Rd Suite 204, Old Saybrook, CT 06475
P: 860.577.5471 | E: ematthews@ctportauthority.com | W: www.ctportauthority.com

From: Loren Mahler [mailto:loren@dealmahlerstrategies.com]
Sent: Friday, September 15, 2017 2:06 PM
To: Matthews, Evan <Evan.Matthews@ct.gov>
Subject: RFP Submission - Communications and Marketing

Dear Evan,

Please find attached a submission from Dealy Mahler Strategies, LLC for RFP #17CPA0010PS "Communications and Marketing Services."

I look forward to discussing our proposal with you at your convenience, and I would be happy to answer any questions in the meantime.

Thank you, and have a nice weekend!
-Loren

Loren Dealy Mahler
President
Dealy Mahler Strategies, LLC
www.dealmahlerstrategies.com
703-201-1692 (direct)

Matthews, Evan

From: Matthews, Evan
Sent: Tuesday, October 17, 2017 2:37 PM
To: Gerri Lewis
Subject: Fwd: Communications Bids-

Can you send the reps to scot/Tina?

Evan Matthews
Connecticut Port Authority

Begin forwarded message:

From: "Bates, Scott D" <Scott.Bates@ct.gov>
Date: October 17, 2017 at 1:35:19 PM CDT
To: "Matthews, Evan" <Evan.Matthews@ct.gov>
Cc: "Prakash, Tina" <Tina.Prakash@ct.gov>
Subject: Communications Bids-

Hi Evan:

Can you please send to Tina the completed packets of what we got back regarding bids for the Communications RFP. I want to review before the subcommittee call (is that set?)

Scott D. Bates
Deputy Secretary of the State of Connecticut
30 Trinity Street
Hartford, CT 06106

Office: (860) 509-6212
Fax: (860) 509-6131
Website: www.ct.gov/sots

Matthews, Evan

From: Matthews, Evan
Sent: Tuesday, October 17, 2017 3:27 PM
To: Gerri Lewis
Subject: Re: Communications Bids-

Nope just 2. Thanks.

Evan Matthews
Connecticut Port Authority

> On Oct 17, 2017, at 2:19 PM, Gerri Lewis <GLewis@ctportauthority.com> wrote:

>

> I found Dealy Mahler and Q&H. Are there more?

>

> -----Original Message-----

> From: Matthews, Evan [mailto:Evan.Matthews@ct.gov]

> Sent: Tuesday, October 17, 2017 2:37 PM

> To: Gerri Lewis <glewis@Ctportauthority.com>

> Subject: Fwd: Communications Bids-

>

> Can you send the reps to scot/Tina?

>

> Evan Matthews

> Connecticut Port Authority

>

>

> Begin forwarded message:

>

> From: "Bates, Scott D" <Scott.Bates@ct.gov<mailto:Scott.Bates@ct.gov>>

> Date: October 17, 2017 at 1:35:19 PM CDT

> To: "Matthews, Evan"

> <Evan.Matthews@ct.gov<mailto:Evan.Matthews@ct.gov>>

> Cc: "Prakash, Tina" <Tina.Prakash@ct.gov<mailto:Tina.Prakash@ct.gov>>

> Subject: Communications Bids-

>

> Hi Evan:

>

> Can you please send to Tina the completed packets of what we got back

> regarding bids for the Communications RFP. I want to review before

> the subcommittee call (is that set?)

>

> Scott D. Bates

> Deputy Secretary of the State of Connecticut

> 30 Trinity Street

> Hartford, CT 06106

>

> Office: (860) 509-6212

> Fax: (860) 509-6131

> Website: www.ct.gov/sots<<http://www.ct.gov/sots>>

Matthews, Evan

From: Matthews, Evan
Sent: Tuesday, October 17, 2017 3:42 PM
To: Gerri Lewis
Subject: Re: Communications RFP for CPA

How about 20/39 or 10/31 in old Saybrook office?

Evan Matthews
Connecticut Port Authority

> On Oct 17, 2017, at 2:39 PM, Gerri Lewis <GLewis@ctportauthority.com> wrote:

>

> Yes, but if you want it before the board meeting in Stamford, is that
> going to work? Trying to get a room at SPI for 11/16 or 15.

>

> -----Original Message-----

> From: Matthews, Evan [mailto:Evan.Matthews@ct.gov]

> Sent: Tuesday, October 17, 2017 3:29 PM

> To: Gerri Lewis <glewis@Ctportauthority.com>

> Subject: Fwd: Communications RFP for CPA

>

> We need to schedule this committee, right?

>

> Evan Matthews

> Connecticut Port Authority

>

>

> Begin forwarded message:

>

> From: D B Frost <dbfrost@optonline.net<mailto:dbfrost@optonline.net>>

> Date: October 17, 2017 at 2:14:20 PM CDT

> To: Scott Bates

> <scottbates1966@gmail.com<mailto:scottbates1966@gmail.com>>, Nancy

> DiNardo <Ndinardo1@aol.com<mailto:Ndinardo1@aol.com>>,

> "trpjsj@aol.com<mailto:trpjsj@aol.com>"

> <trpjsj@aol.com<mailto:trpjsj@aol.com>>, "Matthews, Evan"

> <Evan.Matthews@ct.gov<mailto:Evan.Matthews@ct.gov>>

> Subject: Communications RFP for CPA

>

>

> Good day all -

>

> Forgive me, but is this communications RFP intended as an early step
> towards an integrated marketing campaign. I'd like to remind everyone
> that a true marketing campaign should be based on a strategic plan
> that reflects not only what exists today, but what the maritime/marine
> transportation/logistics industry in Connecticut might look like in

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>

> Don Frost

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>>>>>>>

>>>>>>>

>>>>>>>

>>>>>>> of:

>>>>>>>

>>>>>>> Don Frost

>>>>>>> Scott Bates

>>>>>>>

>>>>>>>

>>>>>>> Connecticut and help us roll out our strategic plan as well. A

>>>>>>> tall order but there are two takers, and I think the choice
>>>>>>> will
> be fairly clear.

Matthews, Evan

From: Matthews, Evan
Sent: Tuesday, October 17, 2017 4:26 PM
To: GLewis@ctportauthority.com
Subject: Re: Communications and Marketing Meeting

I will be there! Thanks

Evan Matthews
Connecticut Port Authority

> On Oct 17, 2017, at 3:11 PM, "GLewis@ctportauthority.com" <GLewis@ctportauthority.com> wrote:
>
> Good afternoon. Kindly let me know if you will be able to attend a meeting on Monday, October 30th at 10:30 a.m.
here in Old Saybrook.
>
> Thank you.
>
> Best,
>
> Gerri Lewis, Office Manager
>
>
> _____
> From: Matthews, Evan [mailto:Evan.Matthews@ct.gov]
> Sent: Tuesday, October 17, 2017 3:42 PM
> To: Gerri Lewis <GLewis@ctportauthority.com>
> Subject: Re: Communications RFP for CPA
>
>
>
>
>>
>>
>>
>> Begin forwarded message:
>>
>> From: D B Frost <dbfrost@optonline.net<mailto:dbfrost@optonline.net>>
>> Date: October 17, 2017 at 2:14:20 PM CDT
>> To: Scott Bates
>> <scottbates1966@gmail.com<mailto:scottbates1966@gmail.com>>, Nancy
>> DiNardo <Ndinardo1@aol.com<mailto:Ndinardo1@aol.com>>,
>> "trpjsj@aol.com<mailto:trpjsj@aol.com>"
>> <trpjsj@aol.com<mailto:trpjsj@aol.com>>, "Matthews, Evan"
>> <Evan.Matthews@ct.gov<mailto:Evan.Matthews@ct.gov>>
>> Subject: Communications RFP for CPA
>>
>>
>> Good day all -

>> Forgive me, but is this communications RFP intended as an early step
>> towards an integrated marketing campaign. I'd like to remind everyone
>> that a true marketing campaign should be based on a strategic plan
>> that reflects not only what exists today, but what the
>> maritime/marine transportation/logistics industry in Connecticut
>> might look like in the future -- say 10 years.

>> My marketing professor in grad school used to say "Don't make vast
>> plans with half vast ideas."

>> When do we meet to work on this?

>> Rgds

>> ----- Forwarded Message -----

>>

>>>>>>>> We would like to have a solution to our need for a
>>>>>>>> communications/marketing capacity for CPA; and Evan and the
>>>>>>>> team have sent out an RFP, gauged the marketplace and gotten
>>>>>>>> some interest.

>>>>>>>> I'd like a two step process with this one. If we could have
>>>>>>>> an Ad-Hoc Subcommittee, assembled for just this RFP selection.
>>>>>>>> It would consist
>>>>>>>> of:

>>>>>>> and send its recommendation to the Finance Subcommittee for
>>>>>>> review and ratification; that would be great.
>>>>>>>
>>>>>>> In short- we need a capacity to provide marketing support,
>>>>>>> ability to tell our story to the people/decision makers in
>>>>>>> Connecticut and help us roll out our strategic plan as well.
>>>>>>> A tall order but there are two takers, and I think the choice
>>>>>>> will
>> be fairly clear.
>
> <meeting.ics>

Matthews, Evan

From: Matthews, Evan
Sent: Tuesday, October 17, 2017 8:19 PM
To: D B Frost
Subject: Re: Communications and Marketing Meeting

Don- Len Faucher of the port of Olympia. He is from Ct and said he knew you from CMA! He says hi.

Evan Matthews
Connecticut Port Authority

> On Oct 17, 2017, at 4:11 PM, D B Frost <dbfrost@optonline.net> wrote:

>

> Good day Evan -

>

> Yes, I can attend a meeting Monday the 30th at Old Saybrook

>

> Don Frost

>

> ps-

> I do not have OUTLOOK so this calendar program comes to me as code.

>

>

>> On 10/17/2017 4:11 PM, GLewis@ctportauthority.com wrote:

>> BEGIN:VCALENDAR

>> PRODID:-//Microsoft Corporation//Outlook 15.0 MIMEDIR//EN

>> VERSION:2.0

>> METHOD:REQUEST

>> X-MS-OLK-FORCEINSPECTOROPEN:TRUE

>> BEGIN:VTIMEZONE

>> TZID:Eastern Standard Time

>> BEGIN:STANDARD

>> DTSTART:16011104T020000

>> RRULE:FREQ=YEARLY;BYDAY=1SU;BYMONTH=11

>> TZOFFSETFROM:-0400

>> TZOFFSETTO:-0500

>> END:STANDARD

>> BEGIN:DAYLIGHT

>> DTSTART:16010311T020000

>> RRULE:FREQ=YEARLY;BYDAY=2SU;BYMONTH=3

>> TZOFFSETFROM:-0500

>> TZOFFSETTO:-0400

>> END:DAYLIGHT

>> END:VTIMEZONE

>> BEGIN:VEVENT

>> ATTENDEE;CN=""Nancy DiNardo"";RSVP=TRUE:mailto:Ndinardo1@aol.com

>> ATTENDEE;CN='scottbates1966@gmail.com';RSVP=TRUE:mailto:scottbates1966@gmail

>> l.com

>> ORGANIZER;CN=GLewis@ctportauthority.com:mailto:GLewis@ctportauthority
>> .com
>> PRIORITY:1
>> SEQUENCE:0
>> SUMMARY;LANGUAGE=en-us:Communications and Marketing Meeting
>> TRANSP:OPAQUE
>> UID:040000008200E00074C5B7101A82E0080000000A06E1B166247D30100000000000000
>> 010000000F0C3C09FE917FC48A4707B6579B85019
>> X-MICROSOFT-CDO-BUSYSTATUS:TENTATIVE
>> X-MICROSOFT-CDO-IMPORTANCE:2
>> X-MICROSOFT-CDO-INTENDEDSTATUS:BUSY
>> X-MICROSOFT-DISALLOW-COUNTER:FALSE
>> X-MS-OLK-AUTOSTARTCHECK:FALSE
>> X-MS-OLK-CONFTYPE:0
>> X-MS-OLK-SENDER;CN=GLewis@ctportauthority.com:mailto:GLewis@ctportauthority
>> .com
>> BEGIN:VALARM
>> TRIGGER:-PT15M
>> ACTION:DISPLAY
>> DESCRIPTION:Reminder
>> END:VALARM
>> END:VEVENT
>> END:VCALENDAR
>>
>

Matthews, Evan

From: Salvatore, Joseph R. <Joseph.Salvatore@ct.gov>
Sent: Monday, August 28, 2017 9:29 AM
To: Matthews, Evan
Subject: RFP Communications

Evan this is a PSA that doesn't contain any substance for an RFP. It is also specific to a program CI manages, CTNext. Could CI send you the RFP (in word form) so I can develop an RFP. I don't have the background to develop from scratch.

Joe

From: Matthews, Evan
Sent: Friday, August 25, 2017 11:07 AM
To: Stevens, Alan T <Alan.Stevens@ct.gov>
Cc: Salvatore, Joseph R. <Joseph.Salvatore@ct.gov>
Subject: RFP

Alan –can you convert the attached contract into our RFP format today? Specifically scoping the scope of work section.

Thanks, Evan



WE HAVE MOVED PLEASE NOTE THE NEW ADDRESS BELOW:

Evan H. Matthews
Executive Director
Connecticut Port Authority

455 Boston Post Rd Suite 204, Old Saybrook, CT 06475

P: 860.270.8018 | E: Evan.Matthews@ct.gov | W: www.ctportauthority.com

Matthews, Evan

From: Salvatore, Joseph R. <Joseph.Salvatore@ct.gov>
Sent: Monday, August 28, 2017 10:22 AM
To: Matthews, Evan
Subject: RFP Communications & Marketing Services
Attachments: CPA Communication & Marketing Service RFP.DOCX

Attached as requested. Please review and edit as you wish.



Joe

Joseph R. Salvatore
Program Manager
Connecticut Port Authority

505 Hudson Street, 3rd Floor, Hartford, CT 06106

P: 860.270.8199 | E: joseph.salvatore@ct.gov | W: www.portsct.com

Matthews, Evan

From: Salvatore, Joseph R. <Joseph.Salvatore@ct.gov>
Sent: Monday, August 28, 2017 10:59 AM
To: Matthews, Evan
Subject: RE: RFP Communications & Marketing Services

I will be with FM Global most of the day, no more interviews....

From: Matthews, Evan
Sent: Monday, August 28, 2017 10:57 AM
To: Salvatore, Joseph R. <Joseph.Salvatore@ct.gov>
Subject: Re: RFP Communications & Marketing Services

Yes. They would create power point decks. That what some people call presentations. Thank. Great job pulling this together! Looks like we have a Full day tomorrow. Let me know if you want to schedule ones earlier.

Evan Matthews
Connecticut Port Authority

On Aug 28, 2017, at 10:55 AM, Salvatore, Joseph R. <Joseph.Salvatore@ct.gov> wrote:

Would you mean capabilities decks? Or as you state PowerPoint Decks? It can be added.

From: Matthews, Evan
Sent: Monday, August 28, 2017 10:54 AM
To: Salvatore, Joseph R. <Joseph.Salvatore@ct.gov>
Subject: Re: RFP Communications & Marketing Services

Joe : looks greAt. Can you double check that PowerPoint decks are included? Thanks.

Evan Matthews
Connecticut Port Authority

On Aug 28, 2017, at 10:21 AM, Salvatore, Joseph R. <Joseph.Salvatore@ct.gov> wrote:

Attached as requested. Please review and edit as you wish.

Joe

<image002.jpg>**Joseph R. Salvatore**
Program Manager
Connecticut Port Authority
505 Hudson Street, 3rd Floor, Hartford, CT 06106
P: 860.270.8199 | E: joseph.salvatore@ct.gov | W: www.portsct.com

Matthews, Evan

From: Salvatore, Joseph R. <Joseph.Salvatore@ct.gov>
Sent: Monday, August 28, 2017 11:32 AM
To: Matthews, Evan
Subject: RFP Communications & Marketing Services
Attachments: CPA Communication & Marketing Service RFP.DOCX; CPA Communication & Marketing Service RFP.pdf

I added the Capabilities Deck. Did some formatting clean-up.



You are set to post-send out.

Joseph R. Salvatore
Program Manager
Connecticut Port Authority

505 Hudson Street, 3rd Floor, Hartford, CT 06106

P: 860.270.8199 | E: joseph.salvatore@ct.gov | W: www.portsct.com

Matthews, Evan

From: Herb Emanuelson <herb.emanuelson@adamsknight.com>
Sent: Tuesday, August 29, 2017 9:18 AM
To: Matthews, Evan
Cc: Jill Adams
Subject: Re: communications RFP

Good morning, Evan. We certainly enjoyed working with you on the brand launch. We will review your RFP in time for the September 15th deadline. Have a great day!

Herb Emanuelson
Experiential Marketing Director

Adams & Knight, Inc.
80 Avon Meadow Lane | Avon, CT 06001
860.676.2300 x108 | mobile 860.748.2894
[Web](#) | [Facebook](#) | [Twitter](#) | [LinkedIn](#) | [YouTube](#)

From: "Matthews, Evan" <Evan.Matthews@ct.gov>
Date: Monday, August 28, 2017 at 5:51 PM
To: Herb Emanuelson <herb.emanuelson@adamsknight.com>, Jill Adams <jill.adams@adamsknight.com>
Subject: communications RFP

Herb and Jill –

We have enjoyed working with you on our logo and other projects, and are seeking to contract with a firm for a range of communications services.

Thanks, Evan

WE HAVE MOVED PLEASE NOTE THE NEW ADDRESS BELOW:



Evan H. Matthews
Executive Director
Connecticut Port Authority
455 Boston Post Rd Suite 204, Old Saybrook, CT 06475
P: 860.270.8018 | E: Evan.Matthews@ct.gov | W: www.ctportauthority.com

Matthews, Evan

From: Josh Silverman <josh.silverman@adamsknight.com>
Sent: Wednesday, August 30, 2017 4:47 PM
To: Matthews, Evan
Subject: Re: communications RFP

Thanks for the quick reply. I'll call you at 11am tomorrow.

Have a good evening.

Josh

Adams & Knight, Inc.

Joshua Silverman
Director of Public Relations
80 Avon Meadow Lane | Avon, CT 06001
860.676.2300 x 157 | mobile 203.216.0488
[Web](#) | [Facebook](#) | [Twitter](#) | [LinkedIn](#) | [YouTube](#)

From: "Matthews, Evan" <Evan.Matthews@ct.gov>
Date: Wednesday, August 30, 2017 at 4:40 PM
To: Josh Silverman <josh.silverman@adamsknight.com>
Subject: RE: communications RFP

Josh – how about tomorrow at 11am?

WE HAVE MOVED PLEASE NOTE THE NEW ADDRESS BELOW:



Evan H. Matthews
Executive Director
Connecticut Port Authority
455 Boston Post Rd Suite 204, Old Saybrook, CT 06475
P: 860.270.8018 | E: Evan.Matthews@ct.gov | W: www.ctportauthority.com

From: Josh Silverman [mailto:josh.silverman@adamsknight.com]
Sent: Wednesday, August 30, 2017 4:26 PM
To: Matthews, Evan <Evan.Matthews@ct.gov>
Subject: Re: communications RFP

Evan,

Thank you so much for your email and for the opportunity to participate in your RFP. I met with Jill and Herb earlier today – both of whom send you their best -- to review A&K's previous work for the Port Authority. Based on the communications services you've outlined, I will be your contact during the RFP process.

I was wondering if you have any time tomorrow or Friday for a call to discuss the RFP? I want to make sure Adams & Knight is proposing a solution that exceeds your expectations, not your budget.

I'm available at any of the following times:

Thursday: 9am, 11am, 1pm, 3pm

Friday: 9am, 11am, 2pm

Thanks again. I look forward to working with you.

Best,
Josh

Adams & Knight, Inc.

Joshua Silverman

Vice President, Content & Influencer Marketing

80 Avon Meadow Lane | Avon, CT 06001

860.676.2300 x 157 | mobile 203.216.0488

[Web](#) | [Facebook](#) | [Twitter](#) | [LinkedIn](#) | [YouTube](#)

From: Evan Matthews <Evan.Matthews@ct.gov>

Date: Monday, August 28, 2017 at 5:51 PM

To: Herbert Emanuelson <herb.emanuelson@adamsknight.com>, Jill Adams <jill.adams@adamsknight.com>

Subject: communications RFP

Herb and Jill –

We have enjoyed working with you on our logo and other projects, and are seeking to contract with a firm for a range of communications services.

Thanks, Evan

WE HAVE MOVED PLEASE NOTE THE NEW ADDRESS BELOW:



Evan H. Matthews

Executive Director

Connecticut Port Authority

455 Boston Post Rd Suite 204, Old Saybrook, CT 06475

P: 860.270.8018 | E: Evan.Matthews@ct.gov | W: www.ctportauthority.com

Matthews, Evan

From: Scott Bates <scottbates1966@gmail.com>
Sent: Wednesday, September 6, 2017 10:02 AM
To: Matthews, Evan
Subject: Re: FW: RFP Communications & Marketing Services

If our overall budget is about \$ 1 million a year; we should think of this as a large part of our marketing budget.

Can you send me our budget and how much we have set aside for this (assuming the appropriation level continues.)

On Mon, Aug 28, 2017 at 2:48 PM, Matthews, Evan <Evan.Matthews@ct.gov> wrote:

I know you are on vacation but this is ready to hit the street and have a decision for the board at the September meeting. The scope was taken from the Connecticut innovations contract.

WE HAVE MOVED PLEASE NOTE THE NEW ADDRESS BELOW:



Evan H. Matthews
Executive Director
Connecticut Port Authority

455 Boston Post Rd Suite 204, Old Saybrook, CT 06475

P: [860.270.8018](tel:860.270.8018) | E: Evan.Matthews@ct.gov | W: www.ctportauthority.com

From: Salvatore, Joseph R.
Sent: Monday, August 28, 2017 11:32 AM
To: Matthews, Evan <Evan.Matthews@ct.gov>
Subject: RFP Communications & Marketing Services

I added the Capabilities Deck. Did some formatting clean-up.

You are set to post-send out.



Joseph R. Salvatore

Program Manager

Connecticut Port Authority

505 Hudson Street, 3rd Floor, Hartford, CT 06106

P: [860.270.8199](tel:860.270.8199) | E: joseph.salvatore@ct.gov | W: www.portset.com

Matthews, Evan

From: Loren Mahler <loren@dealmahlerstrategies.com>
Sent: Friday, September 15, 2017 2:06 PM
To: Matthews, Evan
Subject: RFP Submission - Communications and Marketing
Attachments: Dealy Mahler Strategies CPA RFP Submission.pdf

Dear Evan,

Please find attached a submission from Dealy Mahler Strategies, LLC for RFP #17CPA0010PS "Communications and Marketing Services."

I look forward to discussing our proposal with you at your convenience, and I would be happy to answer any questions in the meantime.

Thank you, and have a nice weekend!
-Loren

Loren Dealy Mahler
President
Dealy Mahler Strategies, LLC
www.dealmahlerstrategies.com
703-201-1692 (direct)

Matthews, Evan

From: Loren Mahler <loren@dealmahlerstrategies.com>
Sent: Friday, September 15, 2017 3:07 PM
To: Matthews, Evan
Cc: Gerri Lewis
Subject: Re: RFP Submission - Communications and Marketing

Thank you, Evan. Good luck with your evaluation process, and I look forward to speaking again soon.

-Loren

On Fri, Sep 15, 2017 at 2:34 PM, Matthews, Evan <Evan.Matthews@ct.gov> wrote:

Dear Lorin,

Thank you for your interest in the CT Port Authority. We acknowledge receipt of your proposal. We will present our recommendation to the Board on Wednesday. So you should be hearing from us soon.

Thanks and best regards, Evan

WE HAVE MOVED PLEASE NOTE THE NEW ADDRESS BELOW:



Evan H. Matthews

Executive Director

Connecticut Port Authority

455 Boston Post Rd Suite 204, Old Saybrook, CT 06475

P: [860.577.5471](tel:860.577.5471) | E: ematthews@ctportauthority.com | W: www.ctportauthority.com

From: Loren Mahler [mailto:loren@dealmahlerstrategies.com]

Sent: Friday, September 15, 2017 2:06 PM

To: Matthews, Evan <Evan.Matthews@ct.gov>
Subject: RFP Submission - Communications and Marketing

Dear Evan,

Please find attached a submission from Dealy Mahler Strategies, LLC for RFP #17CPA0010PS "Communications and Marketing Services."

I look forward to discussing our proposal with you at your convenience, and I would be happy to answer any questions in the meantime.

Thank you, and have a nice weekend!

-Loren

Loren Dealy Mahler

President

Dealy Mahler Strategies, LLC

www.dealymahlerstrategies.com

[703-201-1692](tel:703-201-1692) (direct)

Matthews, Evan

From: Pete Hary <pete@quinnandhary.com>
Sent: Friday, September 15, 2017 4:13 PM
To: Matthews, Evan
Cc: David Quinn
Subject: Response to RFP
Attachments: CT Port Authority Response to RFP_Q&H.pdf

Attached please find our response to the RFP. Thank you
- Pete & Dave

--



Peter Hary, *Vice-President/Creative Director*
Quinn & Hary Marketing
P.O. Box 456, New London, CT 06320
860.444.0448 ext. 7 | f 860.447.9419



Matthews, Evan

From: Josh Silverman <josh.silverman@adamsknight.com>
Sent: Friday, September 15, 2017 5:44 PM
To: Matthews, Evan
Cc: Jill Adams; Herb Emanuelson
Subject: Re: communications RFP

Dear Evan,

Thank you again for including Adams & Knight in your marketing and communications agency review.

Over the past week, we crafted a response to your RFP that took into consideration the services you outlined in writing, as well as the information you shared with me during our conversation earlier this month. In the end, we were unable to create a proposal that met the depth and breadth of your needs, without significantly exceeding the budget levels we discussed for both services and outside expenses (\$5,000-7,000 per month).

While we would love to work with you, and feel that our strengths are a good match for your needs, unfortunately, we just don't feel we can provide the level of services you're expecting for the budget you're targeting.

I hope you understand our decision. Please let us know if the scope of services you require changes or if additional funds become available.

We wish you nothing but the best moving forward.

Best,

Josh

Adams & Knight, Inc.

Joshua Silverman
Director of Public Relations
80 Avon Meadow Lane | Avon, CT 06001
860.676.2300 x 157 | mobile 203.216.0488
[Web](#) | [Facebook](#) | [Twitter](#) | [LinkedIn](#) | [YouTube](#)

From: Evan Matthews <Evan.Matthews@ct.gov>
Date: Monday, August 28, 2017 at 5:51 PM
To: Herbert Emanuelson <herb.emanuelson@adamsknight.com>, Jill Adams <jill.adams@adamsknight.com>
Subject: communications RFP

Herb and Jill –

We have enjoyed working with you on our logo and other projects, and are seeking to contract with a firm for a range of communications services.

Thanks, Evan

WE HAVE MOVED PLEASE NOTE THE NEW ADDRESS BELOW:



Evan H. Matthews

Executive Director

Connecticut Port Authority

455 Boston Post Rd Suite 204, Old Saybrook, CT 06475

P: 860.270.8018 | E: Evan.Matthews@ct.gov | W: www.ctportauthority.com

Matthews, Evan

From: Scott Bates <scottbates1966@gmail.com>
Sent: Sunday, September 17, 2017 8:39 AM
To: Matthews, Evan
Subject: Re: RFP Submission - Communications and Marketing

We've got the hustlers.. Here's a thought- We could use both of them. I'll go through the proposals and see if we might be able to pull it off. She would be a great face for the CPA w/ reporters while Quinn/Harry could provide her/us infrastructure.. So yea let's vote on this Oct 4..

On Sun, Sep 17, 2017 at 7:45 AM, Matthews, Evan <Evan.Matthews@ct.gov> wrote:
There were only 2 responses. Adams knight and global did not respond

Evan Matthews
Connecticut Port Authority

Begin forwarded message:

From: "Loren Mahler" <loren@dealymahlerstrategies.com<mailto:loren@dealymahlerstrategies.com>>>
To: "Matthews, Evan" <Evan.Matthews@ct.gov<mailto:Evan.Matthews@ct.gov>>>
Subject: RFP Submission - Communications and Marketing

Dear Evan,

Please find attached a submission from Dealy Mahler Strategies, LLC for RFP #17CPA0010PS
"Communications and Marketing Services."

I look forward to discussing our proposal with you at your convenience, and I would be happy to answer any questions in the meantime.

Thank you, and have a nice weekend!
-Loren

Loren Dealy Mahler
President
Dealy Mahler Strategies, LLC
www.dealymahlerstrategies.com<<http://www.dealymahlerstrategies.com>>
[703-201-1692](tel:703-201-1692) (direct)

Matthews, Evan

From: Scott Bates <scottbates1966@gmail.com>
Sent: Sunday, September 17, 2017 8:50 AM
To: Matthews, Evan
Subject: Re: RFP Submission - Communications and Marketing

By hustlers I mean that in a good way

On Sun, Sep 17, 2017 at 8:39 AM, Scott Bates <scottbates1966@gmail.com> wrote:
We've got the hustlers.. Here's a thought- We could use both of them. I'll go through the proposals and see if we might be able to pull it off. She would be a great face for the CPA w/ reporters while Quinn/Harry could provide her/us infrastructure.. So yea let's vote on this Oct 4..

On Sun, Sep 17, 2017 at 7:45 AM, Matthews, Evan <Evan.Matthews@ct.gov> wrote:
There were only 2 responses. Adams knight and global did not respond

Evan Matthews
Connecticut Port Authority

Begin forwarded message:

From: "Loren Mahler" <loren@dealmahlerstrategies.com<<mailto:loren@dealmahlerstrategies.com>>>
To: "Matthews, Evan" <Evan.Matthews@ct.gov<<mailto:Evan.Matthews@ct.gov>>>
Subject: RFP Submission - Communications and Marketing

Dear Evan,

Please find attached a submission from Dealy Mahler Strategies, LLC for RFP #17CPA0010PS
"Communications and Marketing Services."

I look forward to discussing our proposal with you at your convenience, and I would be happy to answer any questions in the meantime.

Thank you, and have a nice weekend!
-Loren

Loren Dealy Mahler
President
Dealy Mahler Strategies, LLC
www.dealmahlerstrategies.com<<http://www.dealmahlerstrategies.com>>
[703-201-1692](tel:703-201-1692) (direct)

Matthews, Evan

From: Scott Bates <scottbates1966@gmail.com>
Sent: Tuesday, October 10, 2017 12:18 PM
To: ndinardo1@aol.com; D B Frost; John Johnson
Cc: Matthews, Evan; Bonnie Reemsnyder
Subject: Communications RFP for CPA

Dear Friends:

We would like to have a solution to our need for a communications/marketing capacity for CPA; and Evan and the team have sent out an RFP, gauged the marketplace and gotten some interest.

I'd like a two step process with this one. If we could have an Ad-Hoc Subcommittee, assembled for just this RFP selection. It would consist of:

Nancy DiNardo, Chair
Don Frost
John Johnson
Scott Bates

Evan can provide this group with information about the process to date and where we are. Then if that group could do its work and send its recommendation to the Finance Subcommittee for review and ratification; that would be great.

In short- we need a capacity to provide marketing support, ability to tell our story to the people/decision makers in Connecticut and help us roll out the strategic plan as well. A tall order but there are two takers, and I think the choice will be fairly clear.

I know it's one more thing but could use your help as we hope to much this to a vote on November 1st.

All the best,

Scott Bates

Matthews, Evan

From: trpjsj@aol.com
Sent: Wednesday, October 11, 2017 9:34 AM
To: scottbates1966@gmail.com; ndinardo1@aol.com; dbfrost@optonline.net
Cc: Matthews, Evan; breemsnyder@oldlyme-ct.gov
Subject: Re: Communications RFP for CPA

Be happy to be a part of this ad hoc committee. Just let me know where and when too meet.

-----Original Message-----

From: Scott Bates <scottbates1966@gmail.com>
To: ndinardo1 <ndinardo1@aol.com>; D B Frost <dbfrost@optonline.net>; John Johnson <trpjsj@aol.com>
Cc: Matthews, Evan <Evan.Matthews@ct.gov>; Bonnie Reemsnyder <breemsnyder@oldlyme-ct.gov>
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Matthews, Evan

From: D B Frost <dbfrost@optonline.net>
Sent: Wednesday, October 11, 2017 10:49 AM
To: Scott Bates; ndinardo1@aol.com; John Johnson
Cc: Matthews, Evan; Bonnie Reemsnyder
Subject: Re: Communications RFP for CPA

Good day all -
I will be pleased to serve on this subcommittee.

As part of communications aspect I think it might be useful to know what shippers want in selecting a port to handle their cargo.
Of course this is an extension of marketing but marketing /public relations people are used to putting the product front and center at hand (the ports as they are now) yet CT can not duplicate the large ports nor should we try. I think we should try to develop each of Connecticut's ports as niche markets that suit their depth of water, geography, intermodal interface(s), lay down space for cargo or other.

I suggest trying to get Quinnipac, which is already known for its polling, do a survey for us. "What do shippers want?" I would not expect them to do it for free but since this would be an area they have not worked before maybe we can reason that this is partly an educational opportunity for them. With this targeting data the marketing people can focus on those shippers that we can serve best.

When do we start?

Regards

Don Frost

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> Scott Bates
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Matthews, Evan

From: D B Frost <dbfrost@optonline.net>
Sent: Tuesday, October 17, 2017 3:14 PM
To: Scott Bates; Nancy DiNardo; trpjsj@aol.com; Matthews, Evan
Subject: Communications RFP for CPA

Good day all -

Forgive me, but is this communications RFP intended as an early step towards an integrated marketing campaign. I'd like to remind everyone that a true marketing campaign should be based on a strategic plan that reflects not only what exists today, but what the maritime/marine transportation/logistics industry in Connecticut might look like in the future -- say 10 years.

My marketing professor in grad school used to say "Don't make vast plans with half vast ideas."

When do we meet to work on this?

Rgds
Don Frost

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Matthews, Evan

From: Gerri Lewis <GLewis@ctportauthority.com>
Sent: Tuesday, October 17, 2017 3:37 PM
To: Matthews, Evan
Subject: RE: Communications RFP for CPA

sure

-----Original Message-----

From: Matthews, Evan [mailto:Evan.Matthews@ct.gov]
Sent: Tuesday, October 17, 2017 3:27 PM
To: Gerri Lewis <glewis@Ctportauthority.com>
Subject: Fwd: Communications RFP for CPA

Can you loop don into where we are on the planning retreat?

Evan Matthews
Connecticut Port Authority

Begin forwarded message:

From: D B Frost <dbfrost@optonline.net<mailto:dbfrost@optonline.net>>
Date: October 17, 2017 at 2:14:20 PM CDT
To: Scott Bates
<scottbates1966@gmail.com<mailto:scottbates1966@gmail.com>>, Nancy DiNardo
<Ndinardo1@aol.com<mailto:Ndinardo1@aol.com>>,
"trpjsj@aol.com<mailto:trpjsj@aol.com>"
<trpjsj@aol.com<mailto:trpjsj@aol.com>>, "Matthews, Evan"
<Evan.Matthews@ct.gov<mailto:Evan.Matthews@ct.gov>>
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Matthews, Evan

From: Gerri Lewis <GLewis@ctportauthority.com>
Sent: Tuesday, October 17, 2017 3:40 PM
To: Matthews, Evan
Cc: Gerri Lewis
Subject: RE: Communications RFP for CPA

Yes, but if you want it before the board meeting in Stamford, is that going to work? Trying to get a room at SPI for 11/16 or 15.

-----Original Message-----

From: Matthews, Evan [mailto:Evan.Matthews@ct.gov]
Sent: Tuesday, October 17, 2017 3:29 PM
To: Gerri Lewis <glewis@Ctportauthority.com>
Subject: Fwd: Communications RFP for CPA

We need to schedule this committee, right?

Evan Matthews
Connecticut Port Authority

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From: D B Frost <dbfrost@optonline.net<mailto:dbfrost@optonline.net>>
Date: October 17, 2017 at 2:14:20 PM CDT
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<Ndinardo1@aol.com<mailto:Ndinardo1@aol.com>>,
"trpjsj@aol.com<mailto:trpjsj@aol.com>"
<trpjsj@aol.com<mailto:trpjsj@aol.com>>, "Matthews, Evan"
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Matthews, Evan

From: D B Frost <dbfrost@optonline.net>
Sent: Wednesday, October 18, 2017 9:31 AM
To: Gerri Lewis
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Subject: Re: Communications and Marketing Meeting

Thank you Geri-

I know I probably should adopt the Microsoft browser/Outlook and I plan to do that when I buy a new computer later this year/early next. Mnwhile thanks again for offering to send my notices in Word.

Nov 9 --- I have to ask him. Will get back to you soonest.

Don

On 10/18/2017 8:50 AM, Gerri Lewis wrote:

> Don, I will remember to send you an email for any upcoming meetings.
> Glad you can make it. Start time is 10:30.
>
> I wanted to ask you if the gentleman you suggested to lead the
> Strategic Planning session was available for November 9th at 1:00 till about 4 or 5.
> There is availability at the Saybrook Point Inn for this. Would you
> kindly get back to me on this?
>
> Thank you, Don.
>
> Best,
>
> Gerri Lewis
> Office Manager
> Connecticut Port Authority
> 455 Boston Post Rd Suite 204, Old Saybrook, CT 06475
> P: 860.577.5174 | E: glewis@ctportauthority.com;
> www.ctportauthority.com
>
>
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> Sent: Tuesday, October 17, 2017 5:12 PM
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>> BEGIN:VCALENDAR
>> PRODID:-//Microsoft Corporation//Outlook 15.0 MIMEDIR//EN
>> VERSION:2.0
>> METHOD:REQUEST
>> X-MS-OLK-FORCEINSPECTOROPEN:TRUE
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>> TZID:Eastern Standard Time
>> BEGIN:STANDARD
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>> TZOFFSETFROM:-0400
>> TZOFFSETTO:-0500
>> END:STANDARD
>> BEGIN:DAYLIGHT
>> DTSTART:16010311T020000
>> RRULE:FREQ=YEARLY;BYDAY=2SU;BYMONTH=3
>> TZOFFSETFROM:-0500
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>> END:DAYLIGHT
>> END:VTIMEZONE
>> BEGIN:VEVENT
>> ATTENDEE;CN="Nancy DiNardo";RSVP=TRUE:mailto:Ndinardo1@aol.com
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>> CLASS:PUBLIC
>> CREATED:20171017T201149Z
>> DESCRIPTION:Good afternoon. Kindly let me know if you will be able
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>> n\nThank you.\n\nBest\,\n\nGerri Lewis\, Office Manager
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 >> DTSTAMP:20171017T201149Z DTSTART;TZID="Eastern Standard
 >> Time":20171030T103000 LAST-MODIFIED:20171017T201150Z LOCATION:CPA
 >> Office 455 Boston Post Road\, Suite 204\, Old Saybrook\, CT 0
 >> 6475
 >> ORGANIZER;CN=GLewis@ctportauthority.com:mailto:GLewis@ctportauthority.
 >> com
 >> PRIORITY:1
 >> SEQUENCE:0
 >> SUMMARY;LANGUAGE=en-us:Communications and Marketing Meeting
 >> TRANSP:OPAQUE
 >> UID:040000008200E00074C5B7101A82E00800000000A06E1B166247D3010000000000000000
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 >> X-MICROSOFT-CDO-BUSYSTATUS:TENTATIVE
 >> X-MICROSOFT-CDO-IMPORTANCE:2
 >> X-MICROSOFT-CDO-INTENDEDSTATUS:BUSY
 >> X-MICROSOFT-DISALLOW-COUNTER:FALSE
 >> X-MS-OLK-AUTOSTARTCHECK:FALSE
 >> X-MS-OLK-CONFTYPE:0
 >> X-MS-OLK-SENDER;CN=GLewis@ctportauthority.com:mailto:GLewis@ctportauthority
 >> .com
 >> BEGIN:VALARM
 >> TRIGGER:-PT15M
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>> ardo1@aol.com>>\,\n> "trpjsj@aol.com<mailto:trpjsj@aol.com>"\n>
>> <trpjsj@ao
>> l.com<mailto:trpjsj@aol.com>>\, "Matthews\, Evan"\n>
>> <Evan.Matthews@ct.gov
>> <mailto:Evan.Matthews@ct.gov>>\n> Subject: Communications RFP for
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>> n> \n> Good day all -\n> \n> Forgive me\, but is this communications
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>> Don Fr
>> ost\n> \n> ----- Forwarded Message -----\n> \n> \n> \n> \n> \n>
>> \n> \n> \n> \n> \n> \n> \n> \n> \n> \n> \n> \n> \n> \n> \n> \n> \n>
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>> Bates\,
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>> DTEND;TZID="Eastern Standard Time":20171030T120000
>> DTSTAMP:20171017T201149Z DTSTART;TZID="Eastern Standard
>> Time":20171030T103000 LAST-MODIFIED:20171017T201150Z LOCATION:CPA
>> Office 455 Boston Post Road\, Suite 204\, Old Saybrook\, CT 0
>> 6475
>> ORGANIZER;CN=GLewis@ctportauthority.com:mailto:GLewis@ctportauthority.
>> com
>> PRIORITY:1
>> SEQUENCE:0
>> SUMMARY;LANGUAGE=en-us:Communications and Marketing Meeting
>> TRANSP:OPAQUE
>> UID:040000008200E00074C5B7101A82E00800000000A06E1B166247D3010000000000000000
>> 010000000F0C3C09FE917FC48A4707B6579B85019
>> X-MICROSOFT-CDO-BUSYSTATUS:TENTATIVE
>> X-MICROSOFT-CDO-IMPORTANCE:2
>> X-MICROSOFT-CDO-INTENDEDSTATUS:BUSY
>> X-MICROSOFT-DISALLOW-COUNTER:FALSE
>> X-MS-OLK-AUTOSTARTCHECK:FALSE
>> X-MS-OLK-CONFTYPE:0
>> X-MS-OLK-SENDER;CN=GLewis@ctportauthority.com:mailto:GLewis@ctportauthority
>> .com
>> BEGIN:VALARM
>> TRIGGER:-PT15M
>> ACTION:DISPLAY
>> DESCRIPTION:Reminder
>> END:VALARM
>> END:VEVENT
>> END:VCALENDAR
>>

```

Matthews, Evan

From: D B Frost <dbfrost@optonline.net>
Sent: Wednesday, October 18, 2017 11:26 AM
To: Gerri Lewis
Cc: Matthews, Evan
Subject: Re: Communications and Marketing Meeting

Good day again Gerri-

Nov 9 - I will be in Columbus, Ohio visiting my son/family. Returning Monday the 13th (its a 10+ hour drive). I also have a commitment in New York Tuesday Nov 14th, again in NY Wednesday the 15th and a dentist appt Thursday the 16th.

I have asked my friend his plans and frankly he can do a great job without my help.

More as soon as I can.

Don

On 10/18/2017 8:50 AM, Gerri Lewis wrote:

> Don, I will remember to send you an email for any upcoming meetings.
> Glad you can make it. Start time is 10:30.
>
> I wanted to ask you if the gentleman you suggested to lead the
> Strategic Planning session was available for November 9th at 1:00 till about 4 or 5.
> There is availability at the Saybrook Point Inn for this. Would you
> kindly get back to me on this?
>
> Thank you, Don.
>
> Best,
>
> Gerri Lewis
> Office Manager
> Connecticut Port Authority
> 455 Boston Post Rd Suite 204, Old Saybrook, CT 06475
> P: 860.577.5174 | E: glewis@ctportauthority.com;
> www.ctportauthority.com

Matthews, Evan

From: Salvatore, Joseph R.
Sent: Monday, October 23, 2017 2:01 PM
To: Matthews, Evan
Subject: Communications

Short term plan to get the CPA word out on the street.

What is the Long Term goals for communications.

Communications should be specific to the Maritime sector, how will this get accomplished.

What will the communications plan look like, timeline, etc.

It was obvious in Houston that the Port Authority isn't known among CT maritime sector or residents, how do we get the info out.

How would the firm package the Port Authority for trade show events, marketing propaganda, booth, etc.

What is the plan to market or communicate a coordinated effort for all three ports and/or the smaller ports and harbors.



Joseph R. Salvatore
Program Manager
Connecticut Port Authority

455 Boston Post Road, Suite 204, Old Saybrook, CT 06475

P: 860.577.5174 | E: joseph.salvatore@ct.gov | W: www.ctportauthority.com

Matthews, Evan

From: Philip Siuta <Philip.Siuta@ctinnovations.com>
Sent: Thursday, August 10, 2017 2:37 PM
To: Matthews, Evan
Subject: RE: communications firm

Hi Evan,

Happy Summer to you as well.

I will get back to you on Monday on this for I am out of the office most of this week.

We do contract out with Greg Kalish, a one man show, and he has been very valuable to us and I would recommend him to you.

On Monday, I will dig up his contract and forward to you his scope of work.

Best, Phil

Philip Siuta, Chief Operating Officer & Chief Financial Officer

Connecticut Innovations

865 Brook Street, Rocky Hill, CT 06067-3444

www.ctinnovations.com | philip.siuta@ctinnovations.com

P: 860.258.7822 F: 860.563.4877



What's next starts here.

[f](#) | [t](#) | [in](#) | [CI Blog](#) | [Newsletter Sign-up](#)

From: Matthews, Evan [mailto:Evan.Matthews@ct.gov]
Sent: Thursday, August 10, 2017 9:22 AM
To: Philip Siuta
Subject: communications firm

Dear Phil,

Happy Summer!

Was wondering if you guys hire any media or public affairs firms to augment your communications.

If so, do you have the scope of services from the contract.

We are thinking of soliciting a firm to help us.

Thanks, evan

WE HAVE MOVED PLEASE NOTE THE NEW ADDRESS BELOW:



Evan H. Matthews

Executive Director

Connecticut Port Authority

455 Boston Post Rd Suite 204, Old Saybrook, CT 06475

P: 860.270.8018 | E: Evan.Matthews@ct.gov | W: www.ctportauthority.com

NOTICE TO RECIPIENT: This e-mail is (1) subject to the Connecticut Freedom of Information Act and (2) may be confidential and is for use only by the individual or entity to whom it is addressed. Any disclosure, copying or distribution of this e-mail or the taking of any action based on its contents, other than for its intended purpose, is strictly prohibited. If you have received this e-mail in error, please notify the sender immediately and delete it from your system.

Matthews, Evan

From: Loren Mahler <loren@dealmahlerstrategies.com>
Sent: Friday, September 15, 2017 2:06 PM
To: Matthews, Evan
Subject: RFP Submission - Communications and Marketing
Attachments: Dealy Mahler Strategies CPA RFP Submission.pdf

Dear Evan,

Please find attached a submission from Dealy Mahler Strategies, LLC for RFP #17CPA0010PS "Communications and Marketing Services."

I look forward to discussing our proposal with you at your convenience, and I would be happy to answer any questions in the meantime.

Thank you, and have a nice weekend!
-Loren

Loren Dealy Mahler
President
Dealy Mahler Strategies, LLC
www.dealmahlerstrategies.com
703-201-1692 (direct)

Matthews, Evan

From: Loren Mahler <loren@dealmahlerstrategies.com>
Sent: Friday, September 15, 2017 3:07 PM
To: Matthews, Evan
Cc: Gerri Lewis
Subject: Re: RFP Submission - Communications and Marketing

Thank you, Evan. Good luck with your evaluation process, and I look forward to speaking again soon.

-Loren

On Fri, Sep 15, 2017 at 2:34 PM, Matthews, Evan <Evan.Matthews@ct.gov> wrote:

Dear Lorin,

Thank you for your interest in the CT Port Authority. We acknowledge receipt of your proposal. We will present our recommendation to the Board on Wednesday. So you should be hearing from us soon.

Thanks and best regards, Evan

WE HAVE MOVED PLEASE NOTE THE NEW ADDRESS BELOW:



Evan H. Matthews
Executive Director
Connecticut Port Authority

455 Boston Post Rd Suite 204, Old Saybrook, CT 06475

P: [860.577.5471](tel:860.577.5471) | E: ematthews@ctportauthority.com | W: www.ctportauthority.com

From: Loren Mahler [mailto:loren@dealmahlerstrategies.com]
Sent: Friday, September 15, 2017 2:06 PM

To: Matthews, Evan <Evan.Matthews@ct.gov>

Subject: RFP Submission - Communications and Marketing

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Loren Dealy Mahler

President

Dealy Mahler Strategies, LLC

www.dealymahlerstrategies.com

[703-201-1692](tel:703-201-1692) (direct)

Matthews, Evan

From: Scott Bates <scottbates1966@gmail.com>
Sent: Sunday, September 17, 2017 8:39 AM
To: Matthews, Evan
Subject: Re: RFP Submission - Communications and Marketing

We've got the hustlers.. Here's a thought- We could use both of them. I'll go through the proposals and see if we might be able to pull it off. She would be a great face for the CPA w/ reporters while Quinn/Harry could provide her/us infrastructure.. So yea let's vote on this Oct 4..

On Sun, Sep 17, 2017 at 7:45 AM, Matthews, Evan <Evan.Matthews@ct.gov> wrote:
There were only 2 responses. Adams knight and global did not respond

Evan Matthews
Connecticut Port Authority

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From: "Loren Mahler" <loren@dealmahlerstrategies.com<mailto:loren@dealmahlerstrategies.com>>>
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www.dealmahlerstrategies.com<<http://www.dealmahlerstrategies.com>>
[703-201-1692](tel:703-201-1692) (direct)

Matthews, Evan

From: Scott Bates <scottbates1966@gmail.com>
Sent: Sunday, September 17, 2017 8:50 AM
To: Matthews, Evan
Subject: Re: RFP Submission - Communications and Marketing

By hustlers I mean that in a good way

On Sun, Sep 17, 2017 at 8:39 AM, Scott Bates <scottbates1966@gmail.com> wrote:

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Connecticut Port Authority

Begin forwarded message:

From: "Loren Mahler" <loren@dealmahlerstrategies.com<<mailto:loren@dealmahlerstrategies.com>>>
To: "Matthews, Evan" <Evan.Matthews@ct.gov<<mailto:Evan.Matthews@ct.gov>>>
Subject: RFP Submission - Communications and Marketing

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[703-201-1692](tel:703-201-1692) (direct)

Matthews, Evan

From: Scott Bates <scottbates1966@gmail.com>
Sent: Tuesday, October 10, 2017 12:18 PM
To: ndinardo1@aol.com; D B Frost; John Johnson
Cc: Matthews, Evan; Bonnie Reemsnyder
Subject: Communications RFP for CPA

Dear Friends:

We would like to have a solution to our need for a communications/marketing capacity for CPA; and Evan and the team have sent out an RFP, gauged the marketplace and gotten some interest.

I'd like a two step process with this one. If we could have an Ad-Hoc Subcommittee, assembled for just this RFP selection. It would consist of:

Nancy DiNardo, Chair
Don Frost
John Johnson
Scott Bates

Evan can provide this group with information about the process to date and where we are. Then if that group could do its work and send its recommendation to the Finance Subcommittee for review and ratification; that would be great.

In short- we need a capacity to provide marketing support, ability to tell our story to the people/decision makers in Connecticut and help us roll out the strategic plan as well. A tall order but there are two takers, and I think the choice will be fairly clear.

I know it's one more thing but could use your help as we hope to much this to a vote on November 1st.

All the best,

Scott Bates

Matthews, Evan

From: trpjsj@aol.com
Sent: Wednesday, October 11, 2017 9:34 AM
To: scottbates1966@gmail.com; ndinardo1@aol.com; dbfrost@optonline.net
Cc: Matthews, Evan; breemsnyder@oldlyme-ct.gov
Subject: Re: Communications RFP for CPA

Be happy to be a part of this ad hoc committee. Just let me know where and when too meet.

-----Original Message-----

From: Scott Bates <scottbates1966@gmail.com>
To: ndinardo1 <ndinardo1@aol.com>; D B Frost <dbfrost@optonline.net>; John Johnson <trpjsj@aol.com>
Cc: Matthews, Evan <Evan.Matthews@ct.gov>; Bonnie Reemsnyder <breemsnyder@oldlyme-ct.gov>
Sent: Tue, Oct 10, 2017 12:18 pm
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I know it's one more thing but could use your help as we hope to much this to a vote on November 1st.

All the best,

Scott Bates

Matthews, Evan

From: D B Frost <dbfrost@optonline.net>
Sent: Wednesday, October 11, 2017 10:49 AM
To: Scott Bates; ndinardo1@aol.com; John Johnson
Cc: Matthews, Evan; Bonnie Reemsnyder
Subject: Re: Communications RFP for CPA

Good day all -

I will be pleased to serve on this subcommittee.

As part of communications aspect I think it might be useful to know what shippers want in selecting a port to handle their cargo.

Of course this is an extension of marketing but marketing /public relations people are used to putting the product front and center at hand (the ports as they are now) yet CT can not duplicate the large ports nor should we try. I think we should try to develop each of Connecticut's ports as niche markets that suit their depth of water, geography, intermodal interface(s), lay down space for cargo or other.

I suggest trying to get Quinnipac, which is already known for its polling, do a survey for us. "What do shippers want?" I would not expect them to do it for free but since this would be an area they have not worked before maybe we can reason that this is partly an educational opportunity for them. With this targeting data the marketing people can focus on those shippers that we can serve best.

When do we start?

Regards

Don Frost

On 10/10/2017 12:18 PM, Scott Bates wrote:

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>

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> this to a vote on November 1st.

>

> All the best,

>

> Scott Bates

>

Matthews, Evan

From: Bates, Scott D
Sent: Tuesday, October 17, 2017 2:35 PM
To: Matthews, Evan
Cc: Prakash, Tina
Subject: Communications Bids-

Hi Evan:

Can you please send to Tina the completed packets of what we got back regarding bids for the Communications RFP. I want to review before the subcommittee call (is that set?)

Scott D. Bates

Deputy Secretary of the State of Connecticut
30 Trinity Street
Hartford, CT 06106

Office: (860) 509-6212

Fax: (860) 509-6131

Website: www.ct.gov/sots

Matthews, Evan

From: D B Frost <dbfrost@optonline.net>
Sent: Tuesday, October 17, 2017 3:14 PM
To: Scott Bates; Nancy DiNardo; trpjsj@aol.com; Matthews, Evan
Subject: Communications RFP for CPA

Good day all -

Forgive me, but is this communications RFP intended as an early step towards an integrated marketing campaign. I'd like to remind everyone that a true marketing campaign should be based on a strategic plan that reflects not only what exists today, but what the maritime/marine transportation/logistics industry in Connecticut might look like in the future -- say 10 years.

My marketing professor in grad school used to say "Don't make vast plans with half vast ideas."

When do we meet to work on this?

Rgds
Don Frost

----- Forwarded Message -----

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```

Matthews, Evan

From: Gerri Lewis <GLewis@ctportauthority.com>
Sent: Tuesday, October 17, 2017 3:19 PM
To: Matthews, Evan
Subject: RE: Communications Bids-

I found Dealy Mahler and Q&H. Are there more?

-----Original Message-----

From: Matthews, Evan [mailto:Evan.Matthews@ct.gov]
Sent: Tuesday, October 17, 2017 2:37 PM
To: Gerri Lewis <glewis@Ctportauthority.com>
Subject: Fwd: Communications Bids-

Can you send the reps to scot/Tina?

Evan Matthews
Connecticut Port Authority

Begin forwarded message:

From: "Bates, Scott D" <Scott.Bates@ct.gov<mailto:Scott.Bates@ct.gov>>
Date: October 17, 2017 at 1:35:19 PM CDT
To: "Matthews, Evan" <Evan.Matthews@ct.gov<mailto:Evan.Matthews@ct.gov>>
Cc: "Prakash, Tina" <Tina.Prakash@ct.gov<mailto:Tina.Prakash@ct.gov>>
Subject: Communications Bids-

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Scott D. Bates
Deputy Secretary of the State of Connecticut
30 Trinity Street
Hartford, CT 06106

Office: (860) 509-6212
Fax: (860) 509-6131
Website: www.ct.gov/sots<<http://www.ct.gov/sots>>

Matthews, Evan

From: Bates, Scott D
Sent: Tuesday, October 17, 2017 3:28 PM
To: Gerri Lewis; scottbates1966@gmail.com
Cc: Prakash, Tina; Matthews, Evan; Salvatore, Joseph R.
Subject: Re: Communications Bids-

Thanks very much!

On 10/17/17, 3:26 PM, "Gerri Lewis" <GLewis@ctportauthority.com> wrote:

Good afternoon, Scott. Please see attached the Communications Bids from the following:

Dealy Mahler Strategies and Quinn & Hary.

I have also attached the original RFP. If I can be of further assistance, kindly let me know.

Thank you.

Best,

Gerri Lewis
Office Manager
Connecticut Port Authority
455 Boston Post Rd Suite 204, Old Saybrook, CT 06475
P: 860.577.5174 | E: glewis@ctportauthority.com; www.ctportauthority.com

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To: scottbates1966@gmail.com; Bates, Scott D
Cc: Prakash, Tina; Gerri Lewis; Matthews, Evan; Salvatore, Joseph R.
Subject: FW: Communications Bids-
Attachments: Dealy Mahler Strategies CPA RFP Submission.pdf; CT Port Authority Response to RFP_Q&H.pdf; CPA Communication Marketing Service RFP.pdf

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sure

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Sent: Tuesday, October 17, 2017 3:27 PM
To: Gerri Lewis <glewis@Ctportauthority.com>
Subject: Fwd: Communications RFP for CPA

Can you loop don into where we are on the planning reteat?

Evan Matthews
Connecticut Port Authority

Begin forwarded message:

From: D B Frost <dbfrost@optonline.net<mailto:dbfrost@optonline.net>>
Date: October 17, 2017 at 2:14:20 PM CDT
To: Scott Bates
<scottbates1966@gmail.com<mailto:scottbates1966@gmail.com>>, Nancy DiNardo
<Ndinardo1@aol.com<mailto:Ndinardo1@aol.com>>,
"trpjsj@aol.com<mailto:trpjsj@aol.com>"
<trpjsj@aol.com<mailto:trpjsj@aol.com>>, "Matthews, Evan"
<Evan.Matthews@ct.gov<mailto:Evan.Matthews@ct.gov>>
Subject: Communications RFP for CPA

Good day all -

Forgive me, but is this communications RFP intended as an early step towards an integrated marketing campaign. I'd like to remind everyone that a true marketing campaign should be based on a strategic plan that reflects not only what exists today, but what the maritime/marine transportation/logistics industry in Connecticut might look like in the future -- say 10 years.

My marketing professor in grad school used to say "Don't make vast plans with half vast ideas."

When do we meet to work on this?

Rgds
Don Frost

----- Forwarded Message -----

>>>>>> On 10/10/2017 12:18 PM, Scott Bates wrote:

>>>>>>

>>>>>> Dear Friends:

>>>>>>

>>>>>> We would like to have a solution to our need for a
>>>>>> communications/marketing capacity for CPA; and Evan and the team
>>>>>> have sent out an RFP, gauged the marketplace and gotten some
>>>>>> interest.

>>>>>>

>>>>>> I'd like a two step process with this one. If we could have an
>>>>>> Ad-Hoc Subcommittee, assembled for just this RFP selection. It
>>>>>> would consist
>>>>>> of:

>>>>>>

>>>>>> Nancy DiNardo, Chair

>>>>>> Don Frost

>>>>>> John Johnson

>>>>>> Scott Bates

>>>>>>

>>>>>> Evan can provide this group with information about the process
>>>>>> to date and where we are. Then if that group could do its work
>>>>>> and send its recommendation to the Finance Subcommittee for
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>>>>>> In short- we need a capacity to provide marketing support,
>>>>>> ability to tell our story to the people/decision makers in
>>>>>> Connecticut and help us roll out our strategic plan as well. A
>>>>>> tall order but there are two takers, and I think the choice will
be fairly clear.

Matthews, Evan

From: Gerri Lewis <GLewis@ctportauthority.com>
Sent: Tuesday, October 17, 2017 3:40 PM
To: Matthews, Evan
Cc: Gerri Lewis
Subject: RE: Communications RFP for CPA

Yes, but if you want it before the board meeting in Stamford, is that going to work? Trying to get a room at SPI for 11/16 or 15.

-----Original Message-----

From: Matthews, Evan [mailto:Evan.Matthews@ct.gov]
Sent: Tuesday, October 17, 2017 3:29 PM
To: Gerri Lewis <glewis@Ctportauthority.com>
Subject: Fwd: Communications RFP for CPA

We need to schedule this committee, right?

Evan Matthews
Connecticut Port Authority

Begin forwarded message:

From: D B Frost <dbfrost@optonline.net<mailto:dbfrost@optonline.net>>
Date: October 17, 2017 at 2:14:20 PM CDT
To: Scott Bates
<scottbates1966@gmail.com<mailto:scottbates1966@gmail.com>>, Nancy DiNardo
<Ndinardo1@aol.com<mailto:Ndinardo1@aol.com>>,
"trpjsj@aol.com<mailto:trpjsj@aol.com>"
<trpjsj@aol.com<mailto:trpjsj@aol.com>>, "Matthews, Evan"
<Evan.Matthews@ct.gov<mailto:Evan.Matthews@ct.gov>>
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>>>>> tall order but there are two takers, and I think the choice will
be fairly clear.

Matthews, Evan

From: Gerri Lewis <GLewis@ctportauthority.com>
Sent: Tuesday, October 17, 2017 4:30 PM
To: Matthews, Evan
Subject: RE: Communications and Marketing Meeting

Leaving.....no more emails.

-----Original Message-----

From: Matthews, Evan [mailto:Evan.Matthews@ct.gov]
Sent: Tuesday, October 17, 2017 4:26 PM
To: GLewis@ctportauthority.com
Subject: Re: Communications and Marketing Meeting

I will be there! Thanks

Evan Matthews
Connecticut Port Authority

> On Oct 17, 2017, at 3:11 PM, "GLewis@ctportauthority.com"
> <GLewis@ctportauthority.com> wrote:
>
> Good afternoon. Kindly let me know if you will be able to attend a
> meeting on Monday, October 30th at 10:30 a.m. here in Old Saybrook.
>
> Thank you.
>
> Best,
>
> Gerri Lewis, Office Manager
>
>

> _____
> From: Matthews, Evan [mailto:Evan.Matthews@ct.gov]
> Sent: Tuesday, October 17, 2017 3:42 PM
> To: Gerri Lewis <GLewis@ctportauthority.com>
> Subject: Re: Communications RFP for CPA

>
>
>
>
>>
>>
>> Begin forwarded message:
>>
>> From: D B Frost <dbfrost@optonline.net<mailto:dbfrost@optonline.net>>
>> Date: October 17, 2017 at 2:14:20 PM CDT
>> To: Scott Bates

>>>>>>> of:

>>>>>>>

>>>>>>> Nancy DiNardo, Chair

>>>>>>> Don Frost

>>>>>>> John Johnson

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>>>>>>> will

>> be fairly clear.

>

> <meeting.ics>

Matthews, Evan

From: D B Frost <dbfrost@optonline.net>
Sent: Tuesday, October 17, 2017 5:12 PM
To: GLewis@ctportauthority.com; Nancy DiNardo; scottbates1966@gmail.com; Bates, Scott D; trpjsj@aol.com; Matthews, Evan
Subject: Re: Communications and Marketing Meeting

Good day Evan -

Yes, I can attend a meeting Monday the 30th at Old Saybrook

Don Frost

ps-

I do not have OUTLOOK so this calendar program comes to me as code.

On 10/17/2017 4:11 PM, GLewis@ctportauthority.com wrote:

```
> BEGIN:VCALENDAR
> PRODID:-//Microsoft Corporation//Outlook 15.0 MIMEDIR//EN
> VERSION:2.0
> METHOD:REQUEST
> X-MS-OLK-FORCEINSPECTOROPEN:TRUE
> BEGIN:VTIMEZONE
> TZID:Eastern Standard Time
> BEGIN:STANDARD
> DTSTART:16011104T020000
> RRULE:FREQ=YEARLY;BYDAY=1SU;BYMONTH=11
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> TZOFFSETTO:-0500
> END:STANDARD
> BEGIN:DAYLIGHT
> DTSTART:16010311T020000
> RRULE:FREQ=YEARLY;BYDAY=2SU;BYMONTH=3
> TZOFFSETFROM:-0500
> TZOFFSETTO:-0400
> END:DAYLIGHT
> END:VTIMEZONE
> BEGIN:VEVENT
> ATTENDEE;CN="Nancy DiNardo";RSVP=TRUE:mailto:Ndinardo1@aol.com
> ATTENDEE;CN='scottbates1966@gmail.com';RSVP=TRUE:mailto:scottbates1966@gmai
> l.com
> ATTENDEE;CN="Bates, Scott D";RSVP=TRUE:mailto:Scott.Bates@ct.gov
> ATTENDEE;CN='trpjsj@aol.com';RSVP=TRUE:mailto:trpjsj@aol.com
> ATTENDEE;CN="Don Frost";RSVP=TRUE:mailto:dbfrost@optonline.net
> ATTENDEE;CN="Matthews, Evan";RSVP=TRUE:mailto:Evan.Matthews@ct.gov
> ATTENDEE;CN="Gerri Lewis";RSVP=TRUE:mailto:glewis@ctportauthority.com
> CLASS:PUBLIC
> CREATED:20171017T201149Z
```

> DESCRIPTION: Good afternoon. Kindly let me know if you will be able to attend a meeting on Monday, October 30th at 10:30 a.m. here in Old Saybrook.

> Thank you.

> Best,

> Gerri Lewis, Office Manager

> _____

> From: Matthews, Evan [mailto:Evan.Matthews@ct.gov]

> Sent: Tuesday, October 17, 2017 3:42 PM

> To: Gerri Lewis <GLewis@ctportauthority.com>

> Subject: Re: Communications RFP for CPA

>

>

>

> Begin forwarded message:

> From: D B Frost <dbfrost@optonline.net>

> Date: October 17, 2017 at 2:14:20 PM CDT

> To: Scott Bates <scottbates1966@gmail.com>

> Nancy DiNardo <Ndinardo1@aol.com>

> "trpjsj@aol.com"

> "Matthews, Evan"

> Subject: Communications RFP for CPA

>

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>

>

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> I'd like a two step process with this one. If we could have an Ad-Hoc Subcommittee, assembled for just this RFP selection. It would consist of:

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>

> DTEND;TZID="Eastern Standard Time":20171030T120000

> DTSTART;TZID="Eastern Standard Time":20171017T201149Z

> LAST-MODIFIED:20171017T201150Z

> LOCATION:CPA Office 455 Boston Post Road, Suite 204, Old Saybrook, CT 06475

> ORGANIZER;CN=GLewis@ctportauthority.com:mailto:GLewis@ctportauthority.com

> PRIORITY:1

> SEQUENCE:0

> SUMMARY;LANGUAGE=en-us:Communications and Marketing Meeting

> TRANSP:OPAQUE

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> X-MICROSOFT-DISALLOW-COUNTER:FALSE
> X-MS-OLK-AUTOSTARTCHECK:FALSE
> X-MS-OLK-CONFTYPE:0
> X-MS-OLK-SENDER;CN=GLewis@ctportauthority.com:mailto:GLewis@ctportauthority
> .com
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> TRIGGER:-PT15M
> ACTION:DISPLAY
> DESCRIPTION:Reminder
> END:VALARM
> END:VEVENT
> END:VCALENDAR
>

Matthews, Evan

From: D B Frost <dbfrost@optonline.net>
Sent: Tuesday, October 17, 2017 10:13 PM
To: Matthews, Evan
Subject: Re: Communications and Marketing Meeting

Hi Evan

Yes I know Len and his wife who also served on the CMA Board. Both of them are Kings Point grads. She's an engineer and went on to get an MBA while she was working for the American Bureau of Shipping (ABS). Funny thing --- I was speaking about Len with a Port Manager in another Washington port (I think Longview) at the ASBA mtg in Miami 2 weeks ago. Great people.

I assume Breakbulk was as busy as ever. I was moderator of a panel there 20 years ago when I was with MIDSHIP Logistics/Kinder Morgan.

Regards
Don

Did you get a chance to meet my friend Niels Aalund Exec Dir West Gulf Maritime Assn in Houston?

On 10/17/2017 8:19 PM, Matthews, Evan wrote:

> Don- Len Faucher of the port of Olympia. He is from Ct and said he knew you from CMA! He says hi.

>

> Evan Matthews

> Connecticut Port Authority

>

>

>> On Oct 17, 2017, at 4:11 PM, D B Frost <dbfrost@optonline.net> wrote:

>>

>> Good day Evan -

>>

>> Yes, I can attend a meeting Monday the 30th at Old Saybrook

>>

>> Don Frost

>>

>> ps-

>> I do not have OUTLOOK so this calendar program comes to me as code.

>>

>>

>>> On 10/17/2017 4:11 PM, GLewis@ctportauthority.com wrote:

>>> BEGIN:VCALENDAR

>>> PRODID:-//Microsoft Corporation//Outlook 15.0 MIMEDIR//EN

>>> VERSION:2.0

>>> METHOD:REQUEST

>>> X-MS-OLK-FORCEINSPECTOROPEN:TRUE

>>> BEGIN:VTIMEZONE

>>> TZID:Eastern Standard Time

>>> BEGIN:STANDARD

>>> DTSTART:16011104T020000

```

>>> RRULE:FREQ=YEARLY;BYDAY=1SU;BYMONTH=11
>>> TZOFFSETFROM:-0400
>>> TZOFFSETTO:-0500
>>> END:STANDARD
>>> BEGIN:DAYLIGHT
>>> DTSTART:16010311T020000
>>> RRULE:FREQ=YEARLY;BYDAY=2SU;BYMONTH=3
>>> TZOFFSETFROM:-0500
>>> TZOFFSETTO:-0400
>>> END:DAYLIGHT
>>> END:VTIMEZONE
>>> BEGIN:VEVENT
>>> ATTENDEE;CN="Nancy DiNardo";RSVP=TRUE:mailto:Ndinardo1@aol.com
>>> ATTENDEE;CN='scottbates1966@gmail.com';RSVP=TRUE:mailto:scottbates1966@gmai
>>> l.com
>>> ATTENDEE;CN="Bates, Scott D";RSVP=TRUE:mailto:Scott.Bates@ct.gov
>>> ATTENDEE;CN='trpjsj@aol.com';RSVP=TRUE:mailto:trpjsj@aol.com
>>> ATTENDEE;CN="Don Frost";RSVP=TRUE:mailto:dbfrost@optonline.net
>>> ATTENDEE;CN="Matthews, Evan";RSVP=TRUE:mailto:Evan.Matthews@ct.gov
>>> ATTENDEE;CN="Gerri
>>> Lewis";RSVP=TRUE:mailto:glewis@ctportauthority.com
>>> CLASS:PUBLIC
>>> CREATED:20171017T201149Z
>>> DESCRIPTION:Good afternoon. Kindly let me know if you will be able to atte
>>> nd a meeting on Monday\, October 30th at 10:30 a.m. here in Old Saybrook.\
>>> n\nThank you.\n\nBest\,\n\nGerri Lewis\, Office Manager \n\n_____
>>> _____\nFrom: Matthews\, Evan [mailto:Evan.Matthe
>>> ws@ct.gov] \nSent: Tuesday\, October 17\, 2017 3:42 PM\nTo: Gerri Lewis <G
>>> Lewis@ctportauthority.com>\nSubject: Re: Communications RFP for CPA\n\n\n\
>>> n\n> \n> \n> \n> Begin forwarded message:\n> \n> From: D B Frost <dbfrost@
>>> optonline.net<mailto:dbfrost@optonline.net>>\n> Date: October 17\, 2017 at
>>> 2:14:20 PM CDT\n> To: Scott Bates\n> <scottbates1966@gmail.com<mailto:sco
>>> ttbates1966@gmail.com>>\, Nancy \n> DiNardo <Ndinardo1@aol.com<mailto:Ndin
>>> ardo1@aol.com>>\,\n> "trpjsj@aol.com<mailto:trpjsj@aol.com>"\n> <trpjsj@ao
>>> l.com<mailto:trpjsj@aol.com>>\, "Matthews\, Evan"\n> <Evan.Matthews@ct.gov
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>>> ost\n> \n> ----- Forwarded Message ----- \n> \n> \n> \n> \n> \n> \n>
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>>> >>>>> Connecticut and help us roll out our strategic plan as well. A \n>>
>>> >>>>> tall order but there are two takers\, and I think the choice \n>>>>
>>> >>>> will\n> be fairly clear.\n\n DTEND;TZID="Eastern Standard
>>> Time":20171030T120000 DTSTART;TZID="Eastern
>>> Standard Time":20171030T103000 LAST-MODIFIED:20171017T201150Z
>>> LOCATION:CPA Office 455 Boston Post Road\, Suite 204\, Old Saybrook\, CT 0
>>> 6475
>>> ORGANIZER;CN=GLewis@ctportauthority.com:mailto:GLewis@ctportauthorit
>>> y.com
>>> PRIORITY:1
>>> SEQUENCE:0
>>> SUMMARY;LANGUAGE=en-us:Communications and Marketing Meeting
>>> TRANSP:OPAQUE
>>> UID:040000008200E00074C5B7101A82E00800000000A06E1B166247D3010000000000000000
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>>> X-MICROSOFT-CDO-IMPORTANCE:2
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>>> X-MICROSOFT-DISALLOW-COUNTER:FALSE
>>> X-MS-OLK-AUTOSTARTCHECK:FALSE
>>> X-MS-OLK-CONFTYPE:0
>>> X-MS-OLK-SENDER;CN=GLewis@ctportauthority.com:mailto:GLewis@ctportauthority
>>> .com
>>> BEGIN:VALARM
>>> TRIGGER:-PT15M
>>> ACTION:DISPLAY
>>> DESCRIPTION:Reminder
>>> END:VALARM
>>> END:VEVENT
>>> END:VCALENDAR
>>>

Matthews, Evan

From: Gerri Lewis <GLewis@ctportauthority.com>
Sent: Thursday, October 26, 2017 10:26 AM
To: scottbates1966@gmail.com; Nancy DiNardo; Donald Frost; trpjsj@aol.com
Cc: Prakash, Tina; glewis@ctportauthority.com; Matthews, Evan; Salvatore, Joseph R.
Subject: Communications & Marketing Meeting
Attachments: COMMUNICATIONS_&_MARKETING_Agenda_10312017.docx; CT Port Authority Response to RFP_Q&H.pdf; Dealy Mahler Strategies CPA RFP Submission.pdf

Reminder: Communication & Market Meeting, Monday, October 30th at 10:00 a.m.
Where: CPA office, 455 Boston Post Road, Suite 204, Old Saybrook

Dealy Mahler Strategies and Quinn & Hary will be making their presentations.

Should you not be able to attend the meeting in Old Saybrook, the call-in number is: [REDACTED]; Access Code:

[REDACTED]
Kindly let me know if you will be calling in.

Best,



Gerri Lewis
Office Manager
Connecticut Port Authority
455 Boston Post Rd Suite 204, Old Saybrook, CT 06475
P: 860.577.5174 | E: glewis@ctportauthority.com; www.ctportauthority.com

Matthews, Evan

From: Gerri Lewis <GLewis@ctportauthority.com>
Sent: Friday, October 27, 2017 4:15 PM
To: scottbates1966@gmail.com; trpsj@aol.com; Donald Frost; Nancy DiNardo
Cc: Matthews, Evan; glewis@ctportauthority.com
Subject: Communications & Marketing

Our meeting will start at 10:00. We will have coffee.

Have a great weekend!

Best,



Gerri Lewis
Office Manager
Connecticut Port Authority
455 Boston Post Rd Suite 204, Old Saybrook, CT 06475
P: 860.577.5174 | E: glewis@ctportauthority.com; www.ctportauthority.com

Loren Mahler <loren@dealmahlerstrategies.com>

Mon, Oct 30, 2017 at 2:45 PM

To: "Matthews, Evan" <Evan.Matthews@ct.gov>

Cc: Gerri Lewis <glewis@ctportauthority.com>, Nancy DiNardo <Ndinardo1@aol.com>, "Bates, Scott D" <Scott.Bates@ct.gov>

Hi Evan,

That's great news! I'd like to discuss what exactly you're looking to split apart, since I would have described our full proposal as strategic communications and public affairs. I'm sure we can restructure the proposal to meet your needs, but I'd love a little more clarity on what exactly that is.

Are you available for a quick call this afternoon?

-Loren

On Mon, Oct 30, 2017 at 2:24 PM, Matthews, Evan <Evan.Matthews@ct.gov> wrote:

Loren,

Congratulations, our review Committee was very impressed by your approach to strategic communications, and like to ask you if your firm would consider only working on that piece. They are prepared to recommend to the full board at our meeting this Wednesday (see agenda here http://ctportauthority.com/wp-content/uploads/2017/05/CPA_Meeting-Agenda_11012017.pdf).

My question to you is 1) are you interested in splitting the work and 2) can you give me a proposal for just the strategic communications and public affairs piece by Wednesday?

Thanks, and we look forward to receiving your updated proposal based on feedback from the board.

-



Evan H. Matthews

Executive Director

Connecticut Port Authority

455 Boston Post Rd Suite 204, Old Saybrook, CT 06475

P: 860.577.5174 | E: ematthews@ctportauthority.com | W: www.ctportauthority.com

Loren Mahler <loren@dealmahlerstrategies.com>

Mon, Oct 30, 2017 at 3:47 PM

To: "Matthews, Evan" <Evan.Matthews@ct.gov>

Cc: Gerri Lewis <glewis@ctportauthority.com>, Nancy DiNardo <Ndinardo1@aol.com>, "Bates, Scott D" <Scott.Bates@ct.gov>

Evan,

Thank you for clarifying the intent behind splitting the work. It's actually a fairly common practice, and we are absolutely fine with doing so. I've attached an updated proposal that reflects the change we discussed. From our perspective, the functions that we'd be splitting with the other firm are relatively peripheral to the heart of our proposal, so the budgetary implications are minimal. Please let me know if you have any additional questions, and I'd be happy to discuss further.

We very much appreciate the Committee's support, and look forward to (hopefully) having the opportunity to start work soon!
Loren

Loren Dealy Mahler
President
Dealy Mahler Strategies, LLC
www.dealymahlerstrategies.com
703-201-1692 (direct)

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Executive Director

Connecticut Port Authority

455 Boston Post Rd Suite 204, Old Saybrook, CT 06475

P: 860.577.5174 | E: ematthews@ctportauthority.com | W: www.ctportauthority.com

Dealy Mahler Strategies RFP Submission v2.pdf
1243K

Gerri Lewis <GLewis@ctportauthority.com>
To: Loren Mahler <loren@dealymahlerstrategies.com>

Fri, Nov 3, 2017 at 7:33 AM

Cc: glewis@ctportauthority.com, "Matthews, Evan" <Evan.Matthews@ct.gov>

Good morning, Loren. Will anyone from your group be attending our Strategic Maritime Retreat on Monday? It's 1:00 – 5:00. It's at the Saybrook Point Inn in Old Saybrook.

I will be sending out an agenda later today. Kindly let me know if anyone will attend.

Thanks.

Best,



Gerri Lewis

Office Manager

Connecticut Port Authority

455 Boston Post Rd Suite 204, Old Saybrook, CT 06475

P: 860.577.5174 | E: glewis@ctportauthority.com; www.ctportauthority.com

From: Loren Mahler [mailto:loren@dealmahlerstrategies.com]

Sent: Monday, October 30, 2017 2:45 PM

To: Matthews, Evan <Evan.Matthews@ct.gov>

Cc: Gerri Lewis <glewis@ctportauthority.com>; Nancy DiNardo <Ndinardo1@aol.com>; Bates, Scott D <Scott.Bates@ct.gov>

Subject: Re: Next steps

Hi Evan,

That's great news! I'd like to discuss what exactly you're looking to split apart, since I would have described our full proposal as strategic communications and public affairs. I'm sure we can restructure the proposal to meet your needs, but I'd love a little more clarity on what exactly that is.

Are you available for a quick call this afternoon?

-Loren

On Mon, Oct 30, 2017 at 2:24 PM, Matthews, Evan <Evan.Matthews@ct.gov> wrote:

Loren,

Congratulations, our review Committee was very impressed by your approach to strategic communications, and like to ask you if your firm would consider only working on that piece. They are prepared to recommend to the full board at our meeting this Wednesday (see agenda here http://ctportauthority.com/wp-content/uploads/2017/05/CPA_Meeting-Agenda_11012017.pdf).

My question to you is 1) are you interested in splitting the work and 2) can you give me a proposal for just the strategic communications and public affairs piece by Wednesday?

Thanks, and we look forward to receiving your updated proposal based on feedback from the board.



Evan H. Matthews

Executive Director

Connecticut Port Authority

455 Boston Post Rd Suite 204, Old Saybrook, CT 06475

P: 860.577.5174 | E: ematthews@ctportauthority.com | W: www.ctportauthority.com



Image001.jpg
8K

Loren Mahler <loren@dealymahlerstrategies.com>
To: Gerri Lewis <GLewis@ctportauthority.com>
Cc: "Matthews, Evan" <Evan.Matthews@ct.gov>

Fri, Nov 3, 2017 at 8:39 AM

Hi Gerri,

We'd be more than happy to attend the retreat on Monday, if someone can please confirm for me that the Board approved our proposal.

Thank you!
Loren

On Nov 3, 2017, at 7:33 AM, Gerri Lewis <GLewis@ctportauthority.com> wrote:

Good morning, Loren. Will anyone from your group be attending our Strategic Maritime Retreat on Monday? It's 1:00 – 5:00. It's at the Saybrook Point Inn in Old Saybrook.

I will be sending out an agenda later today. Kindly let me know if anyone will attend.

Thanks.

Best,

<image003.jpg>Gerri Lewis

Office Manager

Connecticut Port Authority

455 Boston Post Rd Suite 204, Old Saybrook, CT 06475

P: 860.577.5174 | E: glewis@ctportauthority.com; www.ctportauthority.com

From: Loren Mahler [mailto:loren@dealmahlerstrategies.com]

Sent: Monday, October 30, 2017 2:45 PM

To: Matthews, Evan <Evan.Matthews@ct.gov>

Cc: Gerri Lewis <glewis@ctportauthority.com>; Nancy DiNardo <Ndinardo1@aol.com>; Bates, Scott D <Scott.Bates@ct.gov>

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Executive Director

Connecticut Port Authority

455 Boston Post Rd Suite 204, Old Saybrook, CT 06475

P: 860.577.5174 | E: ematthews@ctportauthority.com | W: www.ctportauthority.com

Gerri Lewis <GLewis@ctportauthority.com>
To: "Matthews, Evan" <Evan.Matthews@ct.gov>
Cc: glewis@ctportauthority.com

Fri, Nov 3, 2017 at 8:42 AM

Do you want to answer this one??

From: Loren Mahler [<mailto:loren@dealmahlerstrategies.com>]
Sent: Friday, November 3, 2017 8:40 AM
To: Gerri Lewis <GLewis@ctportauthority.com>
Cc: Matthews, Evan <Evan.Matthews@ct.gov>
Subject: Re: Next steps

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Thanks.

Best,

<image003.jpg>**Gerri Lewis**

Office Manager

Connecticut Port Authority

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P: 860.577.5174 | E: glewis@ctportauthority.com; www.ctportauthority.com

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To: Matthews, Evan <Evan.Matthews@ct.gov>

Cc: Gerri Lewis <glewis@ctportauthority.com>; Nancy DiNardo <Ndinardo1@aol.com>; Bates, Scott D <Scott.Bates@ct.gov>

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Executive Director

Connecticut Port Authority

455 Boston Post Rd Suite 204, Old Saybrook, CT 06475

P: 860.577.5174 | E: ematthews@ctportauthority.com | W: www.ctportauthority.com

Matthews, Evan <Evan.Matthews@ct.gov>
To: Gerri Lewis <GLewis@ctportauthority.com>

Fri, Nov 3, 2017 at 9:20 AM

Yes I will circle back with her. Thanks

Evan Matthews
Connecticut Port Authority

On Nov 3, 2017, at 8:42 AM, Gerri Lewis <GLewis@ctportauthority.com<mailto:GLewis@ctportauthority.com>> wrote:

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<image003.jpg>Gerri Lewis
Office Manager
Connecticut Port Authority
455 Boston Post Rd Suite 204, Old Saybrook, CT 06475
P: 860.577.5174 | E: glewis@ctportauthority.com<mailto:glewis@ctportauthority.com>; www.ctportauthority.com<http://www.ctportauthority.com/>

From: Loren Mahler [mailto:loren@dealmahlerstrategies.com<mailto:loren@dealmahlerstrategies.com>]
Sent: Monday, October 30, 2017 2:45 PM
To: Matthews, Evan <Evan.Matthews@ct.gov<mailto:Evan.Matthews@ct.gov>>
Cc: Gerri Lewis <glewis@ctportauthority.com<mailto:glewis@ctportauthority.com>>; Nancy DiNardo <Ndinardo1@aol.com<mailto:Ndinardo1@aol.com>>; Bates, Scott D <Scott.Bates@ct.gov<mailto:Scott.Bates@ct.gov>>
Subject: Re: Next steps

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<image004.jpg>Evan H. Matthews

Executive Director

Connecticut Port Authority

455 Boston Post Rd Suite 204, Old Saybrook, CT 06475<<https://maps.google.com/?q=455+Boston+Post+Rd+Suite+204,+Old+Saybrook,+CT+06475&entry=gmail&source=g>>

P: 860.577.5174<tel:(860)%20577-5174> | E: ematthews@ctportauthority.com<<mailto:ematthews@ctportauthority.com>>

|W: www.ctportauthority.com<<http://www.ctportauthority.com/>>

Can you please provide us with a draft of the Agenda and Resolutions for the November 1 Board meeting, thank you.

Glenn

From: Gerri Lewis [mailto:GLewis@ctportauthority.com]

Sent: Wednesday, October 25, 2017 2:02 PM

To: scottbates1966@gmail.com; Bonnie Reemsnyder; Catherine Smith; brian.thompson@ct.gov; Dave Pohorylo; Donald Frost; Henry Juan; Hyde, Zachary; Henry Juan (SEASEC); Joe Salvatore; Jim Redeker; Nancy DiNardo; Pam Elkow; Bob Kaliszewski; Tim Sullivan; trpjsj@aol.com; terry.gilbertson@snet.net; wise@pearlseacruises.com

Cc: Matthews, Evan; sheree.mailhot@ct.gov; Sharon; sharon.hamilton@ct.gov; Prakash, Tina; Tracey Rooslund; Sobieraj, Lydia; Marci Ector; Angela R; glewis@ctportauthority.com; Santoro, Glenn A.

Subject: Call in number for ALL meetings in Stamford

Good afternoon. The call-in number for all meetings in Stamford on November 1st is:

Number: [REDACTED] Access Code: [REDACTED]

Thank you.

Best,



Gerri Lewis

Office Manager

Connecticut Port Authority

455 Boston Post Rd Suite 204, Old Saybrook, CT 06475

P: 860.577.5174 | E: glewis@ctportauthority.com; www.ctportauthority.com

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2 attachments

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Gerri Lewis <glewis@ctportauthority.com>

Communications & Marketing

2 messages

Gerri Lewis <GLewis@ctportauthority.com>

Tue, Oct 31, 2017 at 10:41 AM

To: ndinardo1@aol.com

Cc: glewis@ctportauthority.com

Hi Nancy. Here is a brief synopsis of the meeting.

See you tomorrow.

Best,



Gerri Lewis

Office Manager

Connecticut Port Authority

455 Boston Post Rd Suite 204, Old Saybrook, CT 06475

P: 860.577.5174 | E: glewis@ctportauthority.com; www.ctportauthority.com

2 attachments



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45K

ndinardo1@aol.com <ndinardo1@aol.com>

Tue, Oct 31, 2017 at 10:47 AM

To: GLewis@ctportauthority.com

Thanks

[Quoted text hidden]



Gerri Lewis <glewis@ctportauthority.com>

Agenda

5 messages

Gerri Lewis <GLewis@ctportauthority.com>
To: "Matthews, Evan" <Evan.Matthews@ct.gov>
Cc: glewis@ctportauthority.com

Thu, Oct 26, 2017 at 8:19 AM

Are you coming in today?

Here is the Communication & Marketing Agenda. Is it good to go? I wanted to send it to that committee today.

Best,



Gerri Lewis

Office Manager

Connecticut Port Authority

455 Boston Post Rd Suite 204, Old Saybrook, CT 06475

P: 860.577.5174 | E: glewis@ctportauthority.com; www.ctportauthority.com

2 attachments



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Matthews, Evan <Evan.Matthews@ct.gov>
To: Gerri Lewis <GLewis@ctportauthority.com>

Thu, Oct 26, 2017 at 9:24 AM

Yes. At ash lawn.

Evan Matthews
Connecticut Port Authority

On Oct 26, 2017, at 8:19 AM, Gerri Lewis <GLewis@ctportauthority.com<mailto:GLewis@ctportauthority.com>> wrote:

Are you coming in today?

Here is the Communication & Marketing Agenda. Is it good to go? I wanted to send it to that committee today.

Best,

<image002.jpg>Gerri Lewis

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455 Boston Post Rd Suite 204, Old Saybrook, CT 06475

P: 860.577.5174 | E: glewis@ctportauthority.com<mailto:glewis@ctportauthority.com>; www.ctportauthority.com<http://www.ctportauthority.com/>

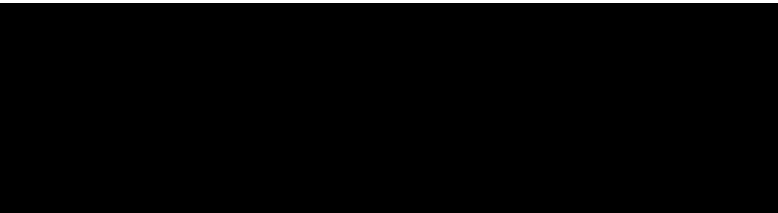
<COMMUNICATIONS_&_MARKETING_Agenda_10312017.docx>



image002.jpg
5K

Gerri Lewis <GLewis@ctportauthority.com>
To: "Santoro, Glenn A." <gsantoro@rc.com>
Cc: Evan.Matthews@ct.gov

Mon, Oct 30, 2017 at 8:35 AM



Gerri Lewis

Office Manager

Connecticut Port Authority

455 Boston Post Rd Suite 204, Old Saybrook, CT 06475

P: 860.577.5174 | E: glewis@ctportauthority.com; www.ctportauthority.com

From: Santoro, Glenn A. [mailto:gsantoro@RC.com]

Sent: Friday, October 27, 2017 4:38 PM

To: Gerri Lewis <GLewis@ctportauthority.com>

Cc: Matthews, Evan (Evan.Matthews@ct.gov) <Evan.Matthews@ct.gov>; Salvatore, Joseph R. (Joseph.Salvatore@ct.gov) <Joseph.Salvatore@ct.gov>; Palmer, Keisha <kpalmer@rc.com>

Subject: RE: Call in number for ALL meetings in Stamford



Gerri Lewis <glewis@ctportauthority.com>

Fwd: Communications Bids-

7 messages

Matthews, Evan <Evan.Matthews@ct.gov>
To: Gerri Lewis <glewis@ctportauthority.com>

Tue, Oct 17, 2017 at 2:37 PM

Can you send the reps to scot/Tina?

Evan Matthews
Connecticut Port Authority

Begin forwarded message:

From: "Bates, Scott D" <Scott.Bates@ct.gov<mailto:Scott.Bates@ct.gov>>
Date: October 17, 2017 at 1:35:19 PM CDT
To: "Matthews, Evan" <Evan.Matthews@ct.gov<mailto:Evan.Matthews@ct.gov>>
Cc: "Prakash, Tina" <Tina.Prakash@ct.gov<mailto:Tina.Prakash@ct.gov>>
Subject: Communications Bids-

Hi Evan:

Can you please send to Tina the completed packets of what we got back regarding bids for the Communications RFP. I want to review before the subcommittee call (is that set?

Scott D. Bates
Deputy Secretary of the State of Connecticut
30 Trinity Street
Hartford, CT 06106

Office: (860) 509-6212
Fax: (860) 509-6131
Website: www.ct.gov/sots<<http://www.ct.gov/sots>>

Gerri Lewis <GLewis@ctportauthority.com>
To: "Matthews, Evan" <Evan.Matthews@ct.gov>

Tue, Oct 17, 2017 at 3:19 PM

I found Dealy Mahler and Q&H. Are there more?
[Quoted text hidden]

Gerri Lewis <GLewis@ctportauthority.com>
To: scottbates1966@gmail.com, "Bates, Scott D" <Scott.Bates@ct.gov>
Cc: "Prakash, Tina" <Tina.Prakash@ct.gov>, Gerri Lewis <glewis@ctportauthority.com>, "Matthews, Evan" <Evan.Matthews@ct.gov>, "Salvatore, Joseph R." <Joseph.Salvatore@ct.gov>

Tue, Oct 17, 2017 at 3:26 PM

Good afternoon, Scott. Please see attached the Communications Bids from the following:

Dealy Mahler Strategies and Quinn & Hary.

I have also attached the original RFP. If I can be of further assistance, kindly let me know.

Thank you.

Best,




Gerri Lewis
Office Manager
Connecticut Port Authority
455 Boston Post Rd Suite 204, Old Saybrook, CT 06475
P: 860.577.5174 | E: glewis@ctportauthority.com; www.ctportauthority.com

-----Original Message-----

From: Matthews, Evan [mailto:Evan.Matthews@ct.gov]
Sent: Tuesday, October 17, 2017 2:37 PM
To: Gerri Lewis <glewis@Ctportauthority.com>
Subject: Fwd: Communications Bids-

[Quoted text hidden]

3 attachments

-  **Dealy Mahler Strategies CPA RFP Submission.pdf**
1244K
-  **CT Port Authority Response to RFP_Q&H.pdf**
3568K
-  **CPA Communication Marketing Service RFP.pdf**
255K

Matthews, Evan <Evan.Matthews@ct.gov>
To: Gerri Lewis <GLewis@ctportauthority.com>

Tue, Oct 17, 2017 at 3:26 PM

Nope just 2. Thanks.

Evan Matthews
Connecticut Port Authority

[Quoted text hidden]

Bates, Scott D <Scott.Bates@ct.gov>
To: Gerri Lewis <GLewis@ctportauthority.com>, "scottbates1966@gmail.com" <scottbates1966@gmail.com>
Cc: "Prakash, Tina" <Tina.Prakash@ct.gov>, "Matthews, Evan" <Evan.Matthews@ct.gov>, "Salvatore, Joseph R." <Joseph.Salvatore@ct.gov>

Tue, Oct 17, 2017 at 3:28 PM

Thanks very much!




[Quoted text hidden]

Salvatore, Joseph R. <Joseph.Salvatore@ct.gov>
To: Gerri Lewis <GLewis@ctportauthority.com>

Thu, Jun 27, 2019 at 9:58 AM

[Quoted text hidden]

3 attachments

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1244K
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3568K
-  **CPA Communication Marketing Service RFP.pdf**
255K



Gerri Lewis <glewis@ctportauthority.com>

Monday

1 message

Gerri Lewis <GLewis@ctportauthority.com>

Fri, Oct 27, 2017 at 4:13 PM

To: Evan.Matthews@ct.gov

Cc: glewis@ctportauthority.com, "Salvatore, Joseph R." <joseph.salvatore@ct.gov>

I told Pete Hary to come at 11:00. By the time Maher gives their presentation, and questions are asked, it will be about an hour.

Please be here before 10. Have a good weekend!

Best,



Gerri Lewis

Office Manager

Connecticut Port Authority

455 Boston Post Rd Suite 204, Old Saybrook, CT 06475

P: 860.577.5174 | E: glewis@ctportauthority.com; www.ctportauthority.com



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Gerri Lewis <glewis@ctportauthority.com>

Monday morning

1 message

Pete Hary <pete@quinnandhary.com>
To: Gerri Lewis <glewis@ctportauthority.com>

Fri, Oct 27, 2017 at 1:58 PM

Hi Gerri!

I just wanted to give you a heads up that we will be presenting a Powerpoint slideshow Monday. Do you have a projector? Also should we bring a laptop? Let me know....

THANK YOU!!!

--



Peter Hary, *Vice-President/Creative Director*
Quinn & Hary Marketing
P.O. Box 456, New London, CT 06320
860.444.0448 ext. 7 | f 860.447.9419





Gerri Lewis <glewis@ctportauthority.com>

Communications & Marketing Meeting

2 messages

Gerri Lewis <GLewis@ctportauthority.com>

Thu, Oct 26, 2017 at 10:26 AM

To: scottbates1966@gmail.com, Nancy DiNardo <Ndinardo1@aol.com>, Donald Frost <dbfrost@optonline.net>, trpjsj@aol.com

Cc: "Prakash, Tina" <Tina.Prakash@ct.gov>, glewis@ctportauthority.com, "Matthews, Evan" <Evan.Matthews@ct.gov>, Joe Salvatore <joseph.salvatore@ct.gov>

Reminder: Communication & Market Meeting, Monday, October 30th at 10:00 a.m.

Where: CPA office, 455 Boston Post Road, Suite 204, Old Saybrook

Dealy Mahler Strategies and Quinn & Hary will be making their presentations.

Should you not be able to attend the meeting in Old Saybrook, the call-in number is: 605-475-4835; Access Code: 727114

Kindly let me know if you will be calling in.

Best,



Gerri Lewis

Office Manager

Connecticut Port Authority

455 Boston Post Rd Suite 204, Old Saybrook, CT 06475

P: 860.577.5174 | E: glewis@ctportauthority.com; www.ctportauthority.com

4 attachments



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3568K

 **Dealy Mahler Strategies CPA RFP Submission.pdf**
1244K

Salvatore, Joseph R. <Joseph.Salvatore@ct.gov>
To: Gerri Lewis <GLewis@ctportauthority.com>

Thu, Jun 27, 2019 at 9:59 AM

[Quoted text hidden]

4 attachments



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3568K

 **Dealy Mahler Strategies CPA RFP Submission.pdf**
1244K



Gerri Lewis <glewis@ctportauthority.com>

Communications & Marketing

3 messages

Gerri Lewis <GLewis@ctportauthority.com>

Fri, Oct 27, 2017 at 4:15 PM

To: scottbates1966@gmail.com, trpsj@aol.com, Donald Frost <dbfrost@optonline.net>, Nancy DiNardo <Ndinardo1@aol.com>

Cc: Evan.Matthews@ct.gov, glewis@ctportauthority.com

Our meeting will start at 10:00. We will have coffee.

Have a great weekend!

Best,



Gerri Lewis

Office Manager

Connecticut Port Authority

455 Boston Post Rd Suite 204, Old Saybrook, CT 06475

P: 860.577.5174 | E: glewis@ctportauthority.com; www.ctportauthority.com



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ndinardo1@aol.com <ndinardo1@aol.com>
To: Gerri Lewis <GLewis@ctportauthority.com>

Mon, Oct 30, 2017 at 8:55 AM

I am coming but has no power and hitting traffic

Sent from my iPhone

On Oct 27, 2017, at 4:15 PM, Gerri Lewis <GLewis@ctportauthority.com> wrote:

Our meeting will start at 10:00. We will have coffee.

Have a great weekend!

Best,

<image002.jpg>**Gerri Lewis**

[Quoted text hidden]

Gerri Lewis <GLewis@ctportauthority.com>
To: ndinardo1@aol.com
Cc: glewis@ctportauthority.com

Mon, Oct 30, 2017 at 8:57 AM

No worries. Take your time.

[Quoted text hidden]



Gerri Lewis <glewis@ctportauthority.com>

port authority RFP

5 messages

Matthews, Evan <Evan.Matthews@ct.gov>

Tue, Oct 24, 2017 at 11:21 AM

To: Loren Mahler <loren@dealymahlerstrategies.com>

Cc: Gerri Lewis <glewis@ctportauthority.com>

Dear Loren,

On behalf of our Board of Directors, I would like to invite you firm to present to our review committee next Monday, October 30 at 10:00am. Please be prepared to present your approach to creating communications strategy for the Connecticut Port Authority, and how you plan to help reach our target audiences. Any PowerPoint presentation should be limited to 30 minutes and allow for Q&A.

We look forward to meeting with you next week.

Best regards, Evan

-



Evan H. Matthews

Executive Director

Connecticut Port Authority

455 Boston Post Rd Suite 204, Old Saybrook, CT 06475

P: 860.577.5174 | E: ematthews@ctportauthority.com | W: www.ctportauthority.com



image001.jpg
24K

Loren Mahler <loren@dealmahlerstrategies.com>
To: "Matthews, Evan" <Evan.Matthews@ct.gov>
Cc: Gerri Lewis <glewis@ctportauthority.com>

Tue, Oct 24, 2017 at 11:54 AM

Hi Evan,

Thank you for the invitation. We're excited to present our proposal to your review committee next Monday at 10am. Am I correct that we will be meeting at your offices in Old Saybrook?

Additionally, in the original RFP, you referenced that part of this communications plan would be to work with your business development team to identify and engage with your target audiences. Is this still the case, or have you already identified specific target audiences that we can address in our presentation?

Thank you,
Loren

[Quoted text hidden]

Loren Mahler <loren@dealmahlerstrategies.com>
To: "Matthews, Evan" <Evan.Matthews@ct.gov>
Cc: Gerri Lewis <glewis@ctportauthority.com>

Thu, Oct 26, 2017 at 8:55 AM

Hi Evan,

Just a quick follow-up to my email earlier this week confirming our ability to present on Monday.

I'd also still be interested in knowing if you've identified any specific target audiences since the initial RFP. We'd be happy to address them, per your email, if that info exists. Otherwise, we'll present our original proposal on our plan for identifying and targeting those audiences.

Thank you,
Loren

On Oct 24, 2017, at 10:54 AM, Loren Mahler <loren@dealmahlerstrategies.com> wrote:

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Thank you for the invitation. We're excited to present our proposal to your review committee next Monday at 10am. Am I correct that we will be meeting at your offices in Old Saybrook?

Additionally, in the original RFP, you referenced that part of this communications plan would be to work with your business development team to identify and engage with your target audiences. Is this still the case, or have you already identified specific target audiences that we can address in our presentation?

Thank you,
Loren

On Tue, Oct 24, 2017 at 10:21 AM, Matthews, Evan <Evan.Matthews@ct.gov> wrote:

Dear Loren,

On behalf of our Board of Directors, I would like to invite you firm to present to our review committee next Monday, October 30 at 10:00am. Please be prepared to present your approach to creating communications strategy for the Connecticut Port Authority, and how you plan to help reach our target audiences. Any PowerPoint presentation should be limited to 30 minutes and allow for Q&A.

We look forward to meeting with you next week.

Best regards, Evan

-

 **Evan H. Matthews**

[Quoted text hidden]

Matthews, Evan <Evan.Matthews@ct.gov>
To: Loren Mahler <loren@dealmahlerstrategies.com>
Cc: Gerri Lewis <glewis@ctportauthority.com>

Thu, Oct 26, 2017 at 10:33 AM

Loren,

Sorry for the delayed response. We were in Houston last week, and there is a lot going on. I think the committee would be most interested in seeing your approach below.

Thanks, Evan



Evan H. Matthews

[Quoted text hidden]

[Quoted text hidden]



image001.jpg
24K

Loren Mahler <loren@dealmahlerstrategies.com>
To: "Matthews, Evan" <Evan.Matthews@ct.gov>
Cc: Gerri Lewis <glewis@ctportauthority.com>

Thu, Oct 26, 2017 at 11:06 AM

Great. Thank you, Evan. We'll present accordingly.

Hope you had a great Houston trip- or at least were there long enough to experience a little World Series excitement!
(that's home for me)

On Oct 26, 2017, at 10:33 AM, Matthews, Evan <Evan.Matthews@ct.gov> wrote:

Loren,

Sorry for the delayed response. We were in Houston last week, and there is a lot going on. I think the committee would be most interested in seeing your approach below.

Thanks, Evan

-

<image002.jpg>Evan H. Matthews

[Quoted text hidden]

[Quoted text hidden]



Gerri Lewis <glewis@ctportauthority.com>

Reminder

1 message

Gerri Lewis <GLewis@ctportauthority.com>

Tue, Oct 24, 2017 at 2:13 PM

To: Donald Frost <dbfrost@optonline.net>

Cc: glewis@ctportauthority.com, "Matthews, Evan" <Evan.Matthews@ct.gov>

Hi Don. This is your reminder of the Communications & Marketing meeting on Monday, October 30, 2017 at 10:00 a.m. here in Old Saybrook at our offices.

Thanks.

Best,



Gerri Lewis

Office Manager

Connecticut Port Authority

455 Boston Post Rd Suite 204, Old Saybrook, CT 06475

P: 860.577.5174 | E: glewis@ctportauthority.com; www.ctportauthority.com



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8K



Gerri Lewis <glewis@ctportauthority.com>

port authority RFP

2 messages

Matthews, Evan <Evan.Matthews@ct.gov>
To: David Quinn <quinn@quinnandhary.com>
Cc: Gerri Lewis <glewis@ctportauthority.com>

Mon, Oct 23, 2017 at 3:41 PM

Dear Dave,

On behalf of our Board of Directors, I would like to invite you firm to present to our review committee next Monday, October 30 at 10:30am. Please be prepared to present your approach to creating communications strategy for the Connecticut Port Authority, and how you plan to help reach our target audiences. Any PowerPoint presentation should be limited to 30 minutes and allow for Q&A.

We look forward to meeting with you next week.

Best regards, Evan

-



Evan H. Matthews
Executive Director
Connecticut Port Authority
455 Boston Post Rd Suite 204, Old Saybrook, CT 06475

P: 860.577.5174 | E: ematthews@ctportauthority.com | W: www.ctportauthority.com



image001.jpg
24K

David Quinn <quinn@quinnandhary.com>

Mon, Oct 23, 2017 at 5:18 PM

To: "Matthews, Evan" <Evan.Matthews@ct.gov>, Gerri Lewis <glewis@ctportauthority.com>
Cc: jay@quinnandhary.com, amanda@quinnandhary.com, Pete Hary <pete@quinnandhary.com>, emily.bradley@quinnandhary.com

Thanks Evan.

Quinn & Hary has already crafted a comprehensive communications strategy for the Connecticut Port Authority. Our PR team looks forward to presenting on Monday at 10:30 at your office.

As discussed, I'm sorry that I will not be able to attend due to a previously scheduled overseas vacation.

Quinn & Hary appreciates your business for marketing, social media and creative services.

We are hopeful that Connecticut Port Authority will entrust Q & H to handle public relations – both strategy and tactical execution.

It makes so much sense to keep your communications and marketing services under one roof.

Thank you again for the opportunity for our communications team to present to your committee of the Board on Monday.

Best regards,

Dave

[Quoted text hidden]





Gerri Lewis <glewis@ctportauthority.com>

???

1 message

Salvatore, Joseph R. <Joseph.Salvatore@ct.gov>
To: Gerri Lewis <GLewis@ctportauthority.com>

Mon, Oct 23, 2017 at 3:22 PM



Joseph R. Salvatore

Program Manager

Connecticut Port Authority

455 Boston Post Road, Suite 204, Old Saybrook, CT 06475

P: 860.577.5174 | E: joseph.salvatore@ct.gov | W: www.ctportauthority.com

----- Forwarded message -----

From: Gerri Lewis <GLewis@ctportauthority.com>

To: "scottbates1966@gmail.com" <scottbates1966@gmail.com>, "Bates, Scott D" <Scott.Bates@ct.gov>

Cc: "Prakash, Tina" <Tina.Prakash@ct.gov>, Gerri Lewis <glewis@ctportauthority.com>, "Matthews, Evan" <Evan.Matthews@ct.gov>, "Salvatore, Joseph R." <Joseph.Salvatore@ct.gov>

Bcc:

Date: Tue, 17 Oct 2017 19:26:17 +0000

Subject: FW: Communications Bids-

Good afternoon, Scott. Please see attached the Communications Bids from the following:

Dealy Mahler Strategies and Quinn & Hary.

I have also attached the original RFP. If I can be of further assistance, kindly let me know.

Thank you.

Best,

Gerri Lewis

Office Manager

Connecticut Port Authority

455 Boston Post Rd Suite 204, Old Saybrook, CT 06475

P: 860.577.5174 | E: glewis@ctportauthority.com; www.ctportauthority.com

-----Original Message-----

From: Matthews, Evan [mailto:Evan.Matthews@ct.gov]
Sent: Tuesday, October 17, 2017 2:37 PM
To: Gerri Lewis <glewis@Ctportauthority.com>
Subject: Fwd: Communications Bids-

Can you send the reps to scot/Tina?

Evan Matthews
Connecticut Port Authority

Begin forwarded message:

From: "Bates, Scott D" <Scott.Bates@ct.gov<mailto:Scott.Bates@ct.gov>>
Date: October 17, 2017 at 1:35:19 PM CDT
To: "Matthews, Evan" <Evan.Matthews@ct.gov<mailto:Evan.Matthews@ct.gov>>
Cc: "Prakash, Tina" <Tina.Prakash@ct.gov<mailto:Tina.Prakash@ct.gov>>
Subject: Communications Bids-

Hi Evan:

Can you please send to Tina the completed packets of what we got back regarding bids for the Communications RFP. I want to review before the subcommittee call (is that set?

Scott D. Bates
Deputy Secretary of the State of Connecticut
30 Trinity Street
Hartford, CT 06106

Office: (860) 509-6212
Fax: (860) 509-6131
Website: www.ct.gov/sots<<http://www.ct.gov/sots>>

5 attachments



image001.jpg
24K

 **Dealy Mahler Strategies CPA RFP Submission.pdf**
1244K

 **CT Port Authority Response to RFP_Q&H.pdf**
3568K

 **CPA Communication Marketing Service RFP.pdf**
255K

 **noname.eml**
6940K



Gerri Lewis <glewis@ctportauthority.com>

Communications and Marketing Meeting

9 messages

GLewis@ctportauthority.com <GLewis@ctportauthority.com>

Tue, Oct 17, 2017 at 4:11 PM

To: Nancy DiNardo <Ndinardo1@aol.com>, scottbates1966@gmail.com, "Bates, Scott D" <Scott.Bates@ct.gov>, trpjsj@aol.com, Don Frost <dbfrost@optonline.net>, "Matthews, Evan" <Evan.Matthews@ct.gov>, Gerri Lewis <glewis@ctportauthority.com>

 invite.ics
5K

Matthews, Evan <Evan.Matthews@ct.gov>

Tue, Oct 17, 2017 at 4:25 PM

To: "GLewis@ctportauthority.com" <GLewis@ctportauthority.com>

I will be there! Thanks

Evan Matthews
Connecticut Port Authority

> On Oct 17, 2017, at 3:11 PM, "GLewis@ctportauthority.com" <GLewis@ctportauthority.com> wrote:

>

> Good afternoon. Kindly let me know if you will be able to attend a meeting on Monday, October 30th at 10:30 a.m. here in Old Saybrook.

>

> Thank you.

>

> Best,

>

> Gerri Lewis, Office Manager

>

>

> From: Matthews, Evan [mailto:Evan.Matthews@ct.gov]

> Sent: Tuesday, October 17, 2017 3:42 PM

> To: Gerri Lewis <GLewis@ctportauthority.com>

> Subject: Re: Communications RFP for CPA

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>> Begin forwarded message:

>>

>> From: D B Frost <dbfrost@optonline.net<mailto:dbfrost@optonline.net>>

>> Date: October 17, 2017 at 2:14:20 PM CDT

>> To: Scott Bates

>> <scottbates1966@gmail.com<mailto:scottbates1966@gmail.com>>, Nancy

>> DiNardo <Ndinardo1@aol.com<mailto:Ndinardo1@aol.com>>,

>> "trpjsj@aol.com<mailto:trpjsj@aol.com>"

>> <trpjsj@aol.com<mailto:trpjsj@aol.com>>, "Matthews, Evan"

>> <Evan.Matthews@ct.gov<mailto:Evan.Matthews@ct.gov>>

>> Subject: Communications RFP for CPA

>>

>>

>> Good day all -

>>

>> Forgive me, but is this communications RFP intended as an early step
>> towards an integrated marketing campaign. I'd like to remind everyone
>> that a true marketing campaign should be based on a strategic plan
>> that reflects not only what exists today, but what the maritime/marine
>> transportation/logistics industry in Connecticut might look like in
>> the future -- say 10 years.

>>

>> My marketing professor in grad school used to say "Don't make vast
>> plans with half vast ideas."

>>

>> When do we meet to work on this?

>>

>> Rgds

>> Don Frost

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>> ----- Forwarded Message -----

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>>>>>>> On 10/10/2017 12:18 PM, Scott Bates wrote:

>>>>>>>

>>>>>>> Dear Friends:

>>>>>>>

>>>>>>> We would like to have a solution to our need for a
>>>>>>> communications/marketing capacity for CPA; and Evan and the
>>>>>>> team have sent out an RFP, gauged the marketplace and gotten
>>>>>>> some interest.

>>>>>>>

>>>>>>> I'd like a two step process with this one. If we could have an
>>>>>>> Ad-Hoc Subcommittee, assembled for just this RFP selection. It
>>>>>>> would consist
>>>>>>> of:

>>>>>>>

>>>>>>> Nancy DiNardo, Chair

>>>>>>> Don Frost

>>>>>>> John Johnson

>>>>>>> Scott Bates

>>>>>>>

>>>>>>> Evan can provide this group with information about the process
>>>>>>> to date and where we are. Then if that group could do its work
>>>>>>> and send its recommendation to the Finance Subcommittee for
>>>>>>> review and ratification; that would be great.

>>>>>>>

>>>>>>> In short- we need a capacity to provide marketing support,
>>>>>>> ability to tell our story to the people/decision makers in
>>>>>>> Connecticut and help us roll out our strategic plan as well. A
>>>>>>> tall order but there are two takers, and I think the choice
>>>>>>> will

>> be fairly clear.

>

> <meeting.ics>

Gerri Lewis <GLewis@ctportauthority.com>
To: "Matthews, Evan" <Evan.Matthews@ct.gov>

Tue, Oct 17, 2017 at 4:29 PM

Leaving.....no more emails.

[Quoted text hidden]

D B Frost <dbfrost@optonline.net>
To: GLewis@ctportauthority.com

Tue, Oct 17, 2017 at 4:49 PM

Good afternoon Geri

I cant read this message --- it is a calendar entry that can only be read if I used LOOKOUT for a browser which I do not. Please resend as a WORD document

Thank you

Don Frost

On 10/17/2017 4:11 PM, GLewis@ctportauthority.com wrote:

```
BEGIN:VCALENDAR
PRODID:-//Microsoft Corporation//Outlook 15.0 MIMEDIR//EN
VERSION:2.0
METHOD:REQUEST
X-MS-OLK-FORCEINSPECTOROPEN:TRUE
BEGIN:VTIMEZONE
TZID:Eastern Standard Time
BEGIN:STANDARD
DTSTART:16011104T020000
RRULE:FREQ=YEARLY;BYDAY=1SU;BYMONTH=11
TZOFFSETFROM:-0400
TZOFFSETTO:-0500
END:STANDARD
BEGIN:DAYLIGHT
DTSTART:16010311T020000
RRULE:FREQ=YEARLY;BYDAY=2SU;BYMONTH=3
TZOFFSETFROM:-0500
TZOFFSETTO:-0400
END:DAYLIGHT
END:VTIMEZONE
BEGIN:VEVENT
ATTENDEE;CN="Nancy DiNardo";RSVP=TRUE:mailto:Ndinardo1@aol.com
ATTENDEE;CN="scottbates1966@gmail.com";RSVP=TRUE:mailto:scottbates1966@gmail.com
ATTENDEE;CN="Bates, Scott D";RSVP=TRUE:mailto:Scott.Bates@ct.gov
ATTENDEE;CN="trpjsj@aol.com";RSVP=TRUE:mailto:trpjsj@aol.com
ATTENDEE;CN="Don Frost";RSVP=TRUE:mailto:dbfrost@optonline.net
ATTENDEE;CN="Matthews, Evan";RSVP=TRUE:mailto:Evan.Matthews@ct.gov
ATTENDEE;CN="Gerri Lewis";RSVP=TRUE:mailto:glewis@ctportauthority.com
CLASS:PUBLIC
CREATED:20171017T201149Z
DESCRIPTION:Good afternoon. Kindly let me know if you will be able to attend a meeting on Monday, October 30th at 10:30 a.m. here in Old Saybrook.
Thank you.
Best,
Gerri Lewis, Office Manager
From: Matthews, Evan [mailto:Evan.Matthews@ct.gov]
Sent: Tuesday, October 17, 2017 3:42 PM
To: Gerri Lewis <GLewis@ctportauthority.com>
Subject: Re: Communications RFP for CPA
>
> Begin forwarded message:
> From: D B Frost <dbfrost@optonline.net>
> Date: October 17, 2017 at 2:14:20 PM CDT
> To: Scott Bates <scottbates1966@gmail.com>
> Nancy DiNardo <Ndinardo1@aol.com>
> "trpjsj@aol.com" <trpjsj@aol.com>
> "Matthews, Evan" <Evan.Matthews@ct.gov>
> Subject: Communications RFP for CPA
```

n> Good day all -n> I'm sorry I'm but is this communications RFP intended as an early step towards an integrated marketing campaign. I'd like to remind everyone that a true marketing campaign should be based on a strategic plan that reflects not only what exists today, but what the maritime/marine transportation/logistics industry in Connecticut might look like in the future -- say 10 years. My marketing professor in grad school used to say "Don't make vast plans with half-vast ideas." When do we meet to work on this? Rgds Don Frost ----- Forwarded Message -----
n> On 10/10/2017 12:18 PM, Scott Bates wrote: Dear Friends: We would like to have a solution to our need for communications/marketing capacity for CPA; and Evan and the team have sent out an RFP, gauged the marketplace and gotten some interest. I'd like a two step process with this one. If we could have an Ad-Hoc Subcommittee, assembled for just this RFP selection. It would consist of: Nancy DiNardo, Chair Don Frost John Johnson Scott Bates Evan can provide this group with information about the process to date and where we are. Then if that group could do its work and send its recommendation to the Finance Subcommittee for review and ratification; that would be great. In short- we need a capacity to provide marketing support, ability to tell our story to the people/decision makers in Connecticut and help us roll out our strategic plan as well. A tall order but there are two takers, and I think the choice will be fairly clear.

DTEND;TZID="Eastern Standard Time":20171030T120000

DTSTAMP:20171017T201149Z

DTSTART;TZID="Eastern Standard Time":20171030T103000

LAST-MODIFIED:20171017T201150Z

LOCATION:CPA Office 455 Boston Post Road\, Suite 204\, Old Saybrook\, CT 06475

ORGANIZER;CN=GLewis@ctportauthority.com:mailto:GLewis@ctportauthority.com

PRIORITY:1

SEQUENCE:0

SUMMARY;LANGUAGE=en-us:Communications and Marketing Meeting

TRANSP:OPAQUE

UID:040000008200E00074C5B7101A82E00800000000A06E1B166247D3010000000000000000
010000000F0C3C09FE917FC48A4707B6579B85019

X-MICROSOFT-CDO-BUSYSTATUS:TENTATIVE

X-MICROSOFT-CDO-IMPORTANCE:2

X-MICROSOFT-CDO-INTENDEDSTATUS:BUSY

X-MICROSOFT-DISALLOW-COUNTER:FALSE

X-MS-OLK-AUTOSTARTCHECK:FALSE

X-MS-OLK-CONFTYPE:0

X-MS-OLK-SENDER;CN=GLewis@ctportauthority.com:mailto:GLewis@ctportauthority.com

BEGIN:VALARM

TRIGGER:-PT15M

ACTION:DISPLAY

DESCRIPTION:Reminder

END:VALARM

END:VFEVENT

END:VCALENDAR

D B Frost <dbfrost@optonline.net>

Tue, Oct 17, 2017 at 5:11 PM

To: GLewis@ctportauthority.com, Nancy DiNardo <Ndinardo1@aol.com>, scottbates1966@gmail.com, "Bates, Scott D" <Scott.Bates@ct.gov>, trpisj@aol.com, "Matthews, Evan" <Evan.Matthews@ct.gov>

Good day Evan -

Yes, I can attend a meeting Monday the 30th at Old Saybrook

Don Frost

ps-

I do not have OUTLOOK so this calendar program comes to me as code.

[Quoted text hidden]

ndinardo1@aol.com <ndinardo1@aol.com>

Wed, Oct 18, 2017 at 7:40 AM

To: GLewis@ctportauthority.com

Cc: scottbates1966@gmail.com

Yes I can make it

Sent from my iPhone

> On Oct 17, 2017, at 4:11 PM, GLewis@ctportauthority.com wrote:

>

> <mime-attachment.ics>

Gerri Lewis <GLewis@ctportauthority.com>

Wed, Oct 18, 2017 at 8:50 AM

To: D B Frost <dbfrost@optonline.net>

Cc: "Matthews, Evan" <Evan.Matthews@ct.gov>, Gerri Lewis <glewis@ctportauthority.com>

Don, I will remember to send you an email for any upcoming meetings. Glad you can make it. Start time is 10:30.

I wanted to ask you if the gentleman you suggested to lead the Strategic Planning session was available for November 9th at 1:00 till about 4 or 5. There is availability at the Saybrook Point Inn for this. Would you kindly get back to me on this?

Thank you, Don.

Best,

Gerri Lewis
Office Manager
Connecticut Port Authority
455 Boston Post Rd Suite 204, Old Saybrook, CT 06475
P: 860.577.5174 | E: glewis@ctportauthority.com; www.ctportauthority.com

-----Original Message-----

From: D B Frost [mailto:dbfrost@optonline.net]

Sent: Tuesday, October 17, 2017 5:12 PM

To: GLewis@ctportauthority.com; Nancy DiNardo <Ndinardo1@aol.com>;

scottbates1966@gmail.com; Bates, Scott D <Scott.Bates@ct.gov>;

trpsj@aol.com; Matthews, Evan <Evan.Matthews@ct.gov>

Subject: Re: Communications and Marketing Meeting

[Quoted text hidden]

D B Frost <dbfrost@optonline.net>

Wed, Oct 18, 2017 at 9:31 AM

To: Gerri Lewis <GLewis@ctportauthority.com>

Cc: "Matthews, Evan" <Evan.Matthews@ct.gov>

Thank you Geri-

I know I probably should adopt the Microsoft browser/Outlook and I plan to do that when I buy a new computer later this year/early next. Mnwhile thanks again for offering to send my notices in Word.

Nov 9 --- I have to ask him. Will get back to you soonest.

Don

[Quoted text hidden]

D B Frost <dbfrost@optonline.net>

Wed, Oct 18, 2017 at 11:25 AM

To: Gerri Lewis <GLewis@ctportauthority.com>

Cc: "Matthews, Evan" <Evan.Matthews@ct.gov>

Good day again Gerri-

Nov 9 - I will be in Columbus, Ohio visiting my son/family. Returning Monday the 13th (its a 10+ hour drive).
I also have a commitment in New York Tuesday Nov 14th, again in NY Wednesday the 15th and a dentist appt Thursday the 16th.

I have asked my friend his plans and frankly he can do a great job without my help.

More as soon as I can.

Don

On 10/18/2017 8:50 AM, Gerri Lewis wrote:

[Quoted text hidden]



Gerri Lewis <glewis@ctportauthority.com>

RE: Communications and Marketing Meeting

2 messages

Prakash, Tina <Tina.Prakash@ct.gov>

Tue, Oct 17, 2017 at 4:16 PM

To: "GLewis@ctportauthority.com" <GLewis@ctportauthority.com>

Good afternoon, Gerri.

Can you please arrange for a call-in number for Scott? He has a 9:30 in Hartford so likely won't be able to be there in person.

Thanks,
Tina

-----Original Appointment-----

From: GLewis@ctportauthority.com [mailto:GLewis@ctportauthority.com]

Sent: Tuesday, October 17, 2017 4:12 PM

To: Prakash, Tina

Subject: Communications and Marketing Meeting

When: Monday, October 30, 2017 10:30 AM-12:00 PM (UTC-05:00) Eastern Time (US & Canada).

Where: CPA Office 455 Boston Post Road, Suite 204, Old Saybrook, CT 06475

Importance: High

Good afternoon. Kindly let me know if you will be able to attend a meeting on Monday, October 30th at 10:30 a.m. here in Old Saybrook.

Thank you.

Best,

Gerri Lewis, Office Manager

From: Matthews, Evan [mailto:Evan.Matthews@ct.gov]

Sent: Tuesday, October 17, 2017 3:42 PM

To: Gerri Lewis <GLewis@ctportauthority.com>

Subject: Re: Communications RFP for CPA

>

>

>

> Begin forwarded message:

>

> From: D B Frost <dbfrost@optonline.net<mailto:dbfrost@optonline.net>>

> Date: October 17, 2017 at 2:14:20 PM CDT

> To: Scott Bates

> <scottbates1966@gmail.com<mailto:scottbates1966@gmail.com>>, Nancy

> DiNardo <Ndinardo1@aol.com<mailto:Ndinardo1@aol.com>>,

> "trpjsj@aol.com<mailto:trpjsj@aol.com>"

> <trpjsj@aol.com<mailto:trpjsj@aol.com>>, "Matthews, Evan"

> <Evan.Matthews@ct.gov<mailto:Evan.Matthews@ct.gov>>

> Subject: Communications RFP for CPA

>

>

> Good day all -

>

> Forgive me, but is this communications RFP intended as an early step
> towards an integrated marketing campaign. I'd like to remind everyone
> that a true marketing campaign should be based on a strategic plan
> that reflects not only what exists today, but what the maritime/marine
> transportation/logistics industry in Connecticut might look like in
> the future—say 10 years.

>

> My marketing professor in grad school used to say "Don't make vast
> plans with half vast ideas."

>

> When do we meet to work on this?

>

> Rgds

> Don Frost

>

> ----- Forwarded Message -----

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>>>>>> On 10/10/2017 12:18 PM, Scott Bates wrote:

>>>>>>

>>>>>> Dear Friends:

>>>>>>

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>>>>>>

>>>>>> Nancy DiNardo, Chair

>>>>>> Don Frost

>>>>>> John Johnson

>>>>>> Scott Bates

>>>>>>

>>>>>> Evan can provide this group with information about the process
>>>>>> to date and where we are. Then if that group could do its work
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>>>>>> ability to tell our story to the people/decision makers in

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>>>>>>> tall order but there are two takers, and I think the choice
>>>>>>> will
> be fairly clear.

Gerri Lewis <GLewis@ctportauthority.com>
To: "Prakash, Tina" <Tina.Prakash@ct.gov>
Cc: Gerri Lewis <glewis@ctportauthority.com>

Tue, Oct 17, 2017 at 4:18 PM

OK, I'll let you know. Thanks.

Best,

 **Gerri Lewis**
Office Manager
Connecticut Port Authority
455 Boston Post Rd Suite 204, Old Saybrook, CT 06475

P: 860.577.5174 | E: glewis@ctportauthority.com; www.ctportauthority.com

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Gerri Lewis <glewis@ctportauthority.com>

FW: Communications RFP for CPA

7 messages

Matthews, Evan <Evan.Matthews@ct.gov>
To: Gerri Lewis <glewis@ctportauthority.com>

Wed, Oct 11, 2017 at 4:34 PM

Can you update the board spreadsheet with this new committee members? And we need to schedule a meeting when I get bck from Houston?

Evan H. Matthews
Executive Director
Connecticut Port Authority
455 Boston Post Rd Suite 204, Old Saybrook, CT 06475
P: 860.577.5174 | E: ematthews@ctportauthority.com | W: www.ctportauthority.com

-----Original Message-----

From: D B Frost [mailto:dbfrost@optonline.net]
Sent: Wednesday, October 11, 2017 10:49 AM
To: Scott Bates <scottbates1966@gmail.com>; ndinardo1@aol.com; John Johnson <trpjsj@aol.com>
Cc: Matthews, Evan <Evan.Matthews@ct.gov>; Bonnie Reemsnyder <breamsnyder@oldlyme-ct.gov>
Subject: Re: Communications RFP for CPA

Good day all -
I will be pleased to serve on this subcommittee.

As part of communications aspect I think it might be useful to know what shippers want in selecting a port to handle their cargo.

Of course this is an extension of marketing but marketing /public relations people are used to putting the product front and center at hand (the ports as they are now) yet CT can not duplicate the large ports nor should we try. I think we should try to develop each of Connecticut's ports as niche markets that suit their depth of water, geography, intermodal interface(s), lay down space for cargo or other.

I suggest trying to get Quinnipac, which is already known for its polling, do a survey for us. "What do shippers want?" I would not expect them to do it for free but since this would be an area they have not worked before maybe we can reason that this is partly an educational opportunity for them. With this targeting data the marketing people can focus on those shippers that we can serve best.

When do we start?

Regards
Don Frost
On 10/10/2017 12:18 PM, Scott Bates wrote:
> Dear Friends:
>
> We would like to have a solution to our need for a
> communications/marketing capacity for CPA; and Evan and the team have
> sent out an RFP, gauged the marketplace and gotten some interest.
>
> I'd like a two step process with this one. If we could have an Ad-Hoc
> Subcommittee, assembled for just this RFP selection. It would consist of:
>
> Nancy DiNardo, Chair
> Don Frost
> John Johnson

> Scott Bates
>
> Evan can provide this group with information about the process to date
> and where we are. Then if that group could do its work and send its
> recommendation to the Finance Subcommittee for review and
> ratification; that would be great.
>
> In short- we need a capacity to provide marketing support, ability to
> tell our story to the people/decision makers in Connecticut and help
> us roll out the strategic plan as well. A tall order but there are
> two takers, and I think the choice will be fairly clear.
>
> I know it's one more thing but could use your help as we hope to much
> this to a vote on November 1st.
>
> All the best,
>
> Scott Bates
>

Matthews, Evan <Evan.Matthews@ct.gov>
To: Gerri Lewis <glewis@ctportauthority.com>

Thu, Oct 12, 2017 at 12:30 PM

[Quoted text hidden]

Matthews, Evan <Evan.Matthews@ct.gov>
To: Gerri Lewis <glewis@ctportauthority.com>

Tue, Oct 17, 2017 at 3:27 PM

Can you loop don into where we are on the planning reteat?

Evan Matthews
Connecticut Port Authority

Begin forwarded message:

From: D B Frost <dbfrost@optonline.net<mailto:dbfrost@optonline.net>>
Date: October 17, 2017 at 2:14:20 PM CDT
To: Scott Bates <scottbates1966@gmail.com<mailto:scottbates1966@gmail.com>>, Nancy DiNardo
<Ndinardo1@aol.com<mailto:Ndinardo1@aol.com>>, "trpjsj@aol.com<mailto:trpjsj@aol.com>"
<trpjsj@aol.com<mailto:trpjsj@aol.com>>, "Matthews, Evan" <Evan.Matthews@ct.gov<mailto:Evan.Matthews@ct.gov>>
Subject: Communications RFP for CPA

Good day all -

Forgive me, but is this communications RFP intended as an early step towards an integrated marketing campaign. I'd like to remind everyone that a true marketing campaign should be based on a strategic plan that reflects not only what exists today, but what the maritime/marine transportation/logistics industry in Connecticut might look like in the future -- say 10 years.

My marketing professor in grad school used to say "Don't make vast plans with half vast ideas."

When do we meet to work on this?

Rgds
Don Frost

----- Forwarded Message -----

>>>>>> On 10/10/2017 12:18 PM, Scott Bates wrote:
>>>>>>
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>>>>>>
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>>>>>> roll out our strategic plan as well. A tall order but there are two takers,
[Quoted text hidden]

Matthews, Evan <Evan.Matthews@ct.gov>
To: Gerri Lewis <glewis@ctportauthority.com>

Tue, Oct 17, 2017 at 3:28 PM

We need to schedule this committee, right?
[Quoted text hidden]

Gerri Lewis <GLewis@ctportauthority.com>
To: "Matthews, Evan" <Evan.Matthews@ct.gov>

Tue, Oct 17, 2017 at 3:36 PM

sure

-----Original Message-----
From: Matthews, Evan [mailto:Evan.Matthews@ct.gov]
Sent: Tuesday, October 17, 2017 3:27 PM
To: Gerri Lewis <glewis@Ctportauthority.com>
[Quoted text hidden]

Gerri Lewis <GLewis@ctportauthority.com>
To: "Matthews, Evan" <Evan.Matthews@ct.gov>
Cc: Gerri Lewis <glewis@ctportauthority.com>

Tue, Oct 17, 2017 at 3:39 PM

Yes, but if you want it before the board meeting in Stamford, is that going to work? Trying to get a room at SPI for 11/16 or 15.

-----Original Message-----

From: Matthews, Evan [mailto:Evan.Matthews@ct.gov]

Sent: Tuesday, October 17, 2017 3:29 PM

To: Gerri Lewis <glewis@Ctportauthority.com>

Subject: Fwd: Communications RFP for CPA

[Quoted text hidden]

Matthews, Evan <Evan.Matthews@ct.gov>
To: Gerri Lewis <GLEwis@ctportauthority.com>

Tue, Oct 17, 2017 at 3:41 PM

How about 20/39 or 10/31 in old Saybrook office?

Evan Matthews
Connecticut Port Authority

[Quoted text hidden]



Gerri Lewis <glewis@ctportauthority.com>

Quinn & Hary

2 messages

Gerri Lewis <GLewis@ctportauthority.com>
To: "Matthews, Evan" <Evan.Matthews@ct.gov>
Cc: glewis@ctportauthority.com

Fri, Sep 15, 2017 at 4:17 PM

Hi Evan. Peter Hary called and said were they too late to send their RFP response. Each one thought the other one sent it. So I was copied on it. It's OK, right?



Gerri Lewis
Office Manager
Connecticut Port Authority
455 Boston Post Rd Suite 204, Old Saybrook, CT 06475

P: 860.577.5471 | E: glewis@ctportauthority.com; www.ctportauthority.com



image001.jpg
8K

Matthews, Evan <Evan.Matthews@ct.gov>
To: Gerri Lewis <GLewis@ctportauthority.com>

Fri, Sep 15, 2017 at 4:45 PM

Yes. That's fine

Evan Matthews
Connecticut Port Authority

On Sep 15, 2017, at 4:17 PM, Gerri Lewis <GLewis@ctportauthority.com<mailto:GLewis@ctportauthority.com>> wrote:

Hi Evan. Peter Hary called and said were they too late to send their RFP response. Each one thought the other one sent it. So I was copied on it. It's OK, right?

<image002.jpg>Gerri Lewis
Office Manager
Connecticut Port Authority
455 Boston Post Rd Suite 204, Old Saybrook, CT 06475
P: 860.577.5471 | E: glewis@ctportauthority.com<mailto:glewis@ctportauthority.com>; www.ctportauthority.com<http://





Gerri Lewis <glewis@ctportauthority.com>

RE: RFP Submission - Communications and Marketing

2 messages

Matthews, Evan <Evan.Matthews@ct.gov>
To: Loren Mahler <loren@dealmahlerstrategies.com>
Cc: Gerri Lewis <glewis@ctportauthority.com>

Fri, Sep 15, 2017 at 2:34 PM

Dear Lorin,

Thank you for your interest in the CT Port Authority. We acknowledge receipt of your proposal. We will present our recommendation to the Board on Wednesday. So you should be hearing from us soon.

Thanks and best regards, Evan

WE HAVE MOVED PLEASE NOTE THE NEW ADDRESS BELOW:



Evan H. Matthews

Executive Director

Connecticut Port Authority

455 Boston Post Rd Suite 204, Old Saybrook, CT 06475

P: 860.577.5471 | E: ematthews@ctportauthority.com | W: www.ctportauthority.com

From: Loren Mahler [<mailto:loren@dealmahlerstrategies.com>]

Sent: Friday, September 15, 2017 2:06 PM

To: Matthews, Evan <Evan.Matthews@ct.gov>

Subject: RFP Submission - Communications and Marketing

Dear Evan,

Please find attached a submission from Dealy Mahler Strategies, LLC for RFP #17CPA0010PS "Communications and Marketing Services."

I look forward to discussing our proposal with you at your convenience, and I would be happy to answer any questions in the meantime.

Thank you, and have a nice weekend!

-Loren

Loren Dealy Mahler

President

Dealy Mahler Strategies, LLC

www.dealymahlerstrategies.com

703-201-1692 (direct)



Loren Mahler <loren@dealymahlerstrategies.com>
To: "Matthews, Evan" <Evan.Matthews@ct.gov>
Cc: Gerri Lewis <glewis@ctportauthority.com>

Fri, Sep 15, 2017 at 3:07 PM

Thank you, Evan. Good luck with your evaluation process, and I look forward to speaking again soon.

-Loren

[Quoted text hidden]



Gerri Lewis <glewis@ctportauthority.com>

Fwd: Response to RFP

1 message

Pete Hary <pete@quinnandhary.com>
To: Gerri Lewis <glewis@ctportauthority.com>

Fri, Sep 15, 2017 at 4:14 PM

----- Forwarded message -----

From: **Pete Hary** <pete@quinnandhary.com>
Date: Fri, Sep 15, 2017 at 4:13 PM
Subject: Response to RFP
To: "Matthews, Evan" <Evan.Matthews@ct.gov>
Cc: David Quinn <quinn@quinnandhary.com>

Attached please find our response to the RFP. Thank you
- Pete & Dave



Peter Hary, *Vice-President/Creative Director*
Quinn & Hary Marketing
P.O. Box 456, New London, CT 06320
860.444.0448 ext. 7 | f 860.447.9419



Peter Hary, *Vice-President/Creative Director*
Quinn & Hary Marketing
P.O. Box 456, New London, CT 06320
860.444.0448 ext. 7 | f 860.447.9419



 **CT Port Authority Response to RFP_Q&H.pdf**
3568K



Public Relations and Marketing Proposal

from

Quinn & Hary
A REGAN COMMUNICATIONS COMPANY

September 15, 2017

Presented to:

Connecticut Port Authority
Evan Matthews, *Executive Director*

Presented by:

Quinn & Hary Marketing
David Quinn, *President*
Pete Hary, *VP/Creative Director*
Saverio Mancini, *VP/Public Relations*
Jay Stapleton, *Public Relations*

P.O. Box 456 • New London, CT 06320 • 860.444.0448
FAX: 860.447.9419 • results@quinnandhary.com • www.quinnandhary.com



Sept. 15, 2017

Evan H. Matthews
Executive Directors
Connecticut Port Authority

Dear Evan,

Thank you for the opportunity to submit a comprehensive proposal for statewide communications and marketing services for the Connecticut Port Authority. Quinn & Hary is the best qualified agency to support and advise CPA given our extensive experience in successfully elevating brands throughout Connecticut for the past 15 year.

Our expertise not only includes a team of public relations strategists, but also award-winning copywriters, talented creative designers, and successful brand development experts.

Quinn & Hary is integrally familiar with the Connecticut Port Authority having designed, developed and successfully launched your new website several weeks ago. The web development process has allowed the Q&H team to understand your goals and aspirations.

Quinn & Hary has also come to learn about CPA with assistance that the agency has provided in opening your new office in Old Saybrook - and in preparation for your open house on October 4th. We have a clear understanding of CPA's expectations to develop a strong, public-facing brand for the State of Connecticut. That starts with development of consistent brand collateral, signage and digital applications.

In the attached proposal, Quinn & Hary addresses the entire scope of services itemized in your RFP. All required elements have been included from our history and capabilities, to members of our team and references. Relevant work product is also included.

Quinn & Hary is a wholly owned subsidiary of Regan Communications, Inc. Our company is in good legal standing with all entities including the State, our clients and all vendors. We welcome requests for any additional references.

Please let me know if you have any additional questions. Quinn & Hary is excited at the prospect of becoming the communications and marketing partner for the Connecticut Port Authority. Thank you for your considerations.

Sincerely,

A handwritten signature in blue ink, appearing to read 'David J. Quinn'.

David J. Quinn



Agency Overview

Regan Communications Group is the largest privately-held public relations and communications firm in New England and the 9th largest privately-owned public relations firm in the country. Founded in 1984, Regan is a full service agency with offices in New London, Boston, New York, Providence, Washington, Cape Cod, Charleston and Florida.

Quinn & Hary has special expertise in Web development and re-design. Our award winning, in house development team has built and managed Web sites for some of the most well-known institutions in eastern Connecticut.

Quinn & Hary Marketing is a full service communications and advertising agency located in New London, Connecticut. Founded in 2002, Q&H has extensive experience in developing and executing a broad range of communications and marketing services for its clients. The agency became a wholly-owned subsidiary of Regan Communications Group in January, 2013.

We offer our clients a full range of public relations, brand marketing, web development, advertising and media services. Our staff comes from diverse backgrounds in media, public relations, marketing, government and the corporate world, which provides Quinn & Hary with a well-rounded perspective in understanding and achieving your communications and marketing objectives and delivering your brand promise.

COMMUNICATION SERVICES

- Media Relations
- Community Relations
- Social Media Marketing
- Government Relations
- Pro-Active Crisis Communications
- Media Training
- Event Management
- Reputation Management

MARKETING SERVICES

- Brand Development
- Strategic Marketing Plans
- Creative Services
- Web Development
- Digital Solutions
- Advertising Campaigns
- Media Placement
- Market Research

Quinn&Hary

A REGAN COMMUNICATIONS COMPANY

Clients



USS Groton Sail Foundation



City of New London



HARBOUR HOUSE



SAYBROOK POINT

INN & SPA



CONNECTICUT TOURISM COALITION





Public Relations

- Create all press releases and media advisories for each major initiative, community outreach, or set of activities to encourage publicity for all aspects of the Connecticut Port Authority
- Compile media kit materials, including a fact sheet and executive bios to make it as easy as possible for reporters to write stories
- Draft, distribute and pitch releases, listings and feature story ideas to targeted media outlets and key bloggers
- Monitor editorial calendars to research appropriate media opportunities to promote the Connecticut Port Authority. Publications to include Hartford Business Journal, Connecticut Magazine, Hartford Magazine, New Haven Living, Fairfield County Business Journal, Business New Haven
- Coordinate all press events relating to the CT Port Authority. This includes creating the agenda and speaking points for the event, as well as inviting key speakers, drafting press releases and media advisories.
- Monitor organic news and trend stories and leverage the CT Port Authority as the industry spokesperson; issue source alerts, media briefings, and arranging one-on-one meetings with key media targets.

THE CONNECTICUT PORTS REPORT

- Issue quarterly index to spotlight the economic impact of Connecticut's ports.
- Highlight the public-private partnership; Showcase the importance of CT's ports to the economic vitality of the state
- Target audience: Governor, Commissioners, Legislators, Mayors, Media
- Write and distribute press release to announce the Port Report, highlight significant results and milestones
- Provide updates on Small Harbor Improvement Projects Program (SHIPP) initiatives



EDUCATIONAL OUTREACH

To market the state's harbors and ports to strengthen and expand Connecticut's marine economy, attract investment and create jobs, we recommend the development of an educational outreach strategy for CPA to implement, which could include:

- Port / Harbor tours
- School field trips
- Partnerships with schools / community colleges to develop maritime-industry related programs and curriculums
- Career fairs and maritime industry workshops

EXPERT COMMENTARY

The media is constantly looking for professionals in many fields to be quoted in industry stories, and the state's economy is always in the media spotlight. When pitching the CT Port Authority to key reporters and editors covering the state's business/economy beat, we will position the client as a knowledgeable and reliable industry sources for news stories and features on topics including:

- Economic development
- Business growth
- Consumer spending
- Environmental concerns



Social Media

Facebook and Twitter would be the two platforms for the CT Port Authority — Twitter to promote and share important port-related news for the state and Facebook to tell the stories of CT's busy and interesting ports.

Twitter:

<https://twitter.com/ctportauthority>

108 followers

51 tweets. Last Tweet July 6

The Authority should be tweeting daily, sharing news that impact CT ports, promoting CT ports and providing economic context for what is happening at CT's ports. As a governmental body, Twitter is an important platform to be on. It is a news-sharing platform, and the authority should be sharing all its news. It should also be retweeting important news from other CT agencies and departments that is relevant to the authority and CT's ports.

Tagging and mentioning stakeholders is an effective means of showing the authority's relevancy.

Facebook:

<https://www.facebook.com/CTPortAuthority/>

60 likes.

Last post: February 27.

The visuals from any port - large or small - are always compelling and Facebook is the platform with which to share these images. Generating visual content that tells the story of CT's busy and economically vital ports can make the Facebook engaging. It is an effective way to let the stakeholders and taxpayers of CT know that ports are a major contributor to the state economy, and need to be supported.

Tagging businesses, companies, other state agencies involved in the day-to-day operations is a good way of emphasizing the interdependence of the ports.



Creative Services

Quinn & Hary Marketing can provide all branding concepts, print and digital collateral and more for CT Port Authority. As a guardian of your brand, we will ensure consistent brand identity across all applications. Services to include:

Creative Design

You name it; our graphic designers will bring it to life. We have extensive experience designing print and digital collateral including posters, brochures, rack cards, print and digital ads, newsletters, billboards, apparel and more. For your printing needs, we work with a wide network of trusted, reputable vendors to make sure you get the best quality product for the best price.

Marketing Services will include, but are not limited to:

Brand Consistency

- Across all business segments
- Across all media and platforms

Creative Services

- Collateral (brochures, rack cards, stationary, presentation folders, etc.)
- Print Advertising
- Digital Advertising
- Electronic Presentations (capabilities deck, etc.)
- Copywriting

Advertising Execution

- Traditional media recommendations
- Online recommendations
- Media placement
- Added value

Other Marketing Strategies

- Direct mail (turnkey)
- CRM development and execution)
- Promotions
- Community partnerships
- Guerilla strategies



Marketing Capabilities

If budget allows, Quinn & Hary would develop a strategic marketing plan that might include some of the following elements:

DIGITAL

- Targeted Facebook advertising. Utilize short videos to target desired demos on Facebook.
- Search Engine Marketing. Give CTPortAuthority.com a boost in searches with a robust SEM campaign.
- Targeted Pre-roll Video. Get your video in front of your target audience when they click to watch another video on select CT news sites.

PRINT

An effective print advertising campaign will help the Connecticut Port Authority increase brand awareness and appreciation among the general public and maritime community. Q&H proposes a two-pronged approach: regional maritime trade publications and select daily newspapers in the state.

Possible publications to target include:

- New Haven Register
- CT Post
- The Day
- Breakbulk Magazine
- Maritime Reporter and Engineering News
- Journal of Commerce
- Marine Log

BROADCAST

Advertising on local news stations (WTNH Channel 8, NBC Connecticut, Channel 3, Fox 61). May include commercials, social media promotion and digital components. These stations have large numbers of social media followers throughout the state and offer a great exposure for significantly lower costs than cable advertising.

RADIO

An attention-grabbing brand awareness campaign on multiple radio stations in the New Haven, Bridgeport and New London areas will help CPA gain greater recognition among the general public. Possible stations to target include WTIC, WPLR, WELI, WKCI, WEBE, Star 99.9, WCTY and WBMW.

New London, Connecticut



EASY WALK TO SHOPS & RESTAURANTS | DEEP WATER TRANSIENT MARINA
RESTROOMS, SHOWERS & PUMPOUT | YACHT CLUB RENDEZVOUS WELCOME

Our new downtown waterfront park provides unprecedented public access opportunities and is the host to a variety of public festivals and celebrations. Explore New London's rich cultural scene, fascinating historic sites and fabulous recreational facilities.



You bring the boat, we'll provide the fun!

NewLondon-Connecticut.com



New London

LIVE
WORK
INVEST

here.

NEW LONDON, CONNECTICUT
DevelopNewLondon.com



ABOUT RCDA



Mission Statement

RCDA is a non-profit community development corporation composed of citizens, business owners and community leaders. RCDA exists for, and are committed to, promoting and improving the economic health and quality of life in New London while attracting opportunities for its citizens and the entire region. RCDA accomplishes its goals through

WELCOME TO NEW LONDON

Welcome to the City of New London!
Gateway to Southeast Connecticut.

Leadership

RCDA's Board of Directors, composed of business owners, local residents, and representatives of the City of New London, is committed to the revitalization of the city. The Board is led by Chairman John Reck and Vice Chairman David Christiansen. Other Board members include: John Reck, David Christiansen, and Frank McLaughlin. Frank McLaughlin is the former Director of the City of New London and continues to serve as a consultant to the city.

The City of New London

The City of New London is a diverse shoreline city making it a prime location for development. The city is home to a variety of cultural, educational, and recreational facilities. The city is also home to a variety of businesses and industries. The city is committed to the revitalization of the city and the improvement of the quality of life for its citizens.

New London, CT, is a diverse shoreline city making it a prime location for development.

Geographical location: New London, CT is located on the southern shore of Long Island Sound, approximately 100 miles from New York City and 150 miles from Washington, D.C.

The transportation infrastructure is excellent. The city is served by the Amtrak high-speed rail line, the most heavily used passenger high-speed rail line in the country. The city is also served by the Groton/New London Airport, a general aviation airport.

Culturally rich: The city is home to a variety of museums, including the New London Museum, the Groton Museum, and the New London Maritime Museum. The city is also home to a variety of cultural events, including the New London Festival, the Groton Festival, and the New London Maritime Festival.

Academically: The city is home to a variety of educational institutions, including the University of Connecticut, the Groton School, and the New London High School. The city is also home to a variety of public schools.



Development

Development

DEVELOPMENT TEAM

Supporting your development endeavor

The dedicated, highly experienced staff of RCDA are ready to assist you. They are:

Peter Davis, Executive Director

Recently appointed Peter brings 26 years of Economic and Community Development experience. The depth of Peter's experience in its growth and impact the two experience in environmental programs, as well as administrative and administrative.

In addition to his extensive experience, Peter has an extensive background in the hotel and restaurant industry. Locally, elected to the Waterbury Wetlands Commission, a representative of the Shetucket Her

Peter's roots in the hotel and restaurant industry may be direct, but his experience in the marina and adjacent development is extensive.

Jenny Clark

Jenny is currently a strong background has been involved in the Ft. Trumbull MDP, the Housing Payment Assistance Outreach Initiative for the Mystic Expansion Project, and the reconstruction of the Jenny holds a

Development

Parcel 1 Hotel/Conference Center (9.4Ac)

The largest and most prominent feature of the Fort Trumbull development area could be a high-quality hotel with a restaurant, a bar, and a lounge. The hotel would be a significant addition to the area and would provide a direct link to the marina and adjacent development.

Parcels 2A/5 Residential

Three parcels of residential property are proposed for development through the connection of adjacent parcels.

Parcel 4A

A 2.6-acre parcel can provide support for development to take place on the parcel, logically connecting to the Trumbull

Development

Frank McLaughlin, Assistant Executive Director

Frank McLaughlin was a real estate broker, developer and property manager in St. Thomas, Virgin Islands for over twenty-five years. His companies have built, converted or assumed management of condominium complexes, shopping malls and tourist destinations. His greatest undertaking was the conversion of a 100 unit apartment complex and then supervising the reconstruction of

A PROMISING FUTURE

Fort Trumbull Development Parcels

(see reverse for map)

Office/Research Clusters on Howard Street & on Peninsula

Parcel 6 (2.3Ac)

FINANCIAL INCENTIVES & RESOURCES

RCDA staff is ready to assist developers to access the following programs:

Enterprise Zone Programs

The State of Connecticut Department of Economic and Community Development program provides tax incentives for manufacturing and certain commercial sector businesses locating within the enterprise zone. (see map on reverse)

Some incentives are:

- A five-year, 80% exemption of local property taxes on qualifying real and personal property.
- A ten-year, 25% credit on the State's corporate business tax for eligible businesses.
- An exemption from state real estate conveyance taxes.

New London Enterprise Zone offers property owners undertaking improvements on commercial and residential structures a seven year graduated tax exemption of the increased taxes resulting from real property improvements. Façade, sign grants and rental subsidies may be available. Our deep water port offers a duty free zone.

State and Federal Financing

The State of Connecticut offers business financing programs through the Department of Economic and Community Development. The state Small Business Express program for businesses that have been established for at least one year and consist of 100 or fewer employees.

The Federal Economic and Manufacturing Assistance Act, which provides incentive-driven direct loans for various projects including planning, construction, relocation, support services and more.

U.S. Small Business Administration offers loan options.

Private Financing

Private financing options are available through many banks, SBLs and credit unions in the region:

- Bank of America
- Citizens Bank
- Dime Bank
- Essex Savings Bank
- Jewett Savings City Bank
- Navy Federal Credit Union
- Savings Institute
- Washington Trust
- Chelsea Groton
- Core Plus Federal Credit Union
- Eastern Savings Bank
- Groton Savings Bank
- Liberty Bank
- Putnam Savings Bank
- Savings Institute (East Lyme)
- Webster Bank

New London LIVE WORK INVEST **here.**

DevelopNewLondon.com • 216 Howard Street • New London, Connecticut • (860) 447-8011

CONNECTICUT'S Coast Guard Summer

NEW LONDON: Connecticut's Coast Guard City

Congratulations NEW LONDON Connecticut's Coast Guard City

Special Tribute to the U.S. Coast Guard

City of New London

U.S. Coast Guard Museum and Library

U.S. Coast Guard Academy

U.S. Coast Guard Station New London

Connecticut still revolutionary

16.

5.



CONNECTICUT TOURISM COALITION

[t] CONNECTICUT TOURISM COALITION | OFFICIAL NEWSLETTER FEBRUARY 2017 Harnessing the Power of Tourism

TOURISM OFFERS POWERFUL BENEFITS FOR CONNECTICUT

In Connecticut, the tourism budget is under constant scrutiny, and continuously leveraged for political gain. It was famously cut to \$1 under a former administration. And while this current administration has done a fine job at restoring funding levels, the industry remains under constant attack.

As one of the state's largest employers, tourism should be seen as an investment – a real solution to the budget – not a line item to be cut. While we understand the challenges of the budget, eliminating or reducing tourism is especially when every bit of revenue counts. And visitors and revenue are coming our way. And visitors and revenue are coming our way. And visitors and revenue are coming our way.

While we understand the challenges of the budget, eliminating or reducing tourism is especially when every bit of revenue counts. And visitors and revenue are coming our way. And visitors and revenue are coming our way. And visitors and revenue are coming our way.



CHAMPION OF TOURISM:
STATE SENATOR
HEATHER SOMERS

MEMBER SPOTLIGHT CONNECTICUT RESTAURANT ASSOCIATION

The Connecticut Restaurant Association is a trade association dedicated to the restaurant industry. They are advocates for the industry, a hub for information and resources.

As a vital member of Connecticut's tourism industry, the restaurant industry is a driving force in the state's economy. Restaurants also play a vital role in local communities through their economic impact.

- 7,877 eating and drinking establishments in Connecticut in 2017
- 154,100 restaurant and food service jobs in Connecticut in 2017, which is 9% of employment in the state
- By 2027, employment in the restaurant industry is projected to reach 165,100, a 7.1% increase
- \$7.5 billion projected annual economic impact of restaurants in 2017

The Connecticut Restaurant Association is the National Restaurant Association's affiliate in Connecticut. They are producing programs that are producing industry professionals and food programs that protect the health and safety of consumers. Nearly 1 American workers is employed in the restaurant industry, many on the front lines of the industry. The industry provides training and career opportunities.

A career ladder for millions of Americans of all ethnicities and backgrounds. Connecticut's restaurant industry is a vital part of the state's economy.

[t] CONNECTICUT TOURISM COALITION | OFFICIAL NEWSLETTER MAY 2017 Harnessing the Power of Tourism

JOBS, JOBS, JOBS

It's no secret that tourism is a significant economic driver in Connecticut. But we need to be reminded of its power. According to the state's Office of Tourism, 82,500 jobs are supported by the tourism industry with more than 120,000 total jobs in the tourism sector. The Connecticut Tourism Coalition believes these numbers are far greater, especially when you consider all of the indirect jobs that touch tourism. This includes retail, recreation, real estate, and transportation.

In 2015, according to Tourism Economics – a company, travelers to Connecticut sustained a total of \$5.2 billion, as employment represented 5.3% of all employment in the state. In terms of taxes, travel in Connecticut generated \$778 million in federal and state taxes. Connecticut household would have needed to pay \$1.5 billion more in taxes to cover the gap in 2015.

So why would anyone not want to invest in tourism? It will return millions more in spendable dollars.

As one of the state's largest employers, tourism is an investment – a real solution to the state's economic challenges.

While this current administration and legislature have done a fine job at restoring funding levels, the industry remains under constant attack. Especially when you see what our competition is doing.

Tourism budgets of neighboring states



[t] CONNECTICUT TOURISM COALITION | OFFICIAL NEWSLETTER JUNE 2017 Harnessing the Power of Tourism

CALL YOUR STATE LEGISLATOR TODAY

It's imperative that you contact your State Legislator today and stress the importance of funding Connecticut tourism.

According to various reports and sources, some versions of the state budget are calling for reductions in future tourism funding. This includes the marketing and promotion of Connecticut as a tourism destination.

The Connecticut Tourism Coalition strongly urges our State Legislature to reconsider any reductions to Connecticut tourism. This would be disastrous for our state, resulting in job losses, decreased revenue and stagnant economic prosperity.

At the very minimum, the General Assembly should approve a sustainable funding source for tourism in Connecticut. In 2010, when the Occupancy Tax went from 12% to 15% that 3% increase resulted in \$15 million going directly to a dedicated source of funding for tourism marketing and promotion. Our State Legislature should fulfill this commitment that was made in 2010 and give the tourism industry back what it promised. Don't leave us empty-handed; especially now when our neighbors have increased their spending levels dramatically.

Now is the time to act. Our under-funded tourism sector needs immediate attention, especially as neighboring states, i.e. New York



and Massachusetts, are spending considerably more to lure away tax revenue from our state. As a result, we are being left behind in achieving greater economic growth and vitality for our residents.

Connecticut needs to be more committed to tourism as a vehicle for achieving greater economic development, job growth, environmental conservation, historic preservation, quality of life and tax revenues, as well as bolstering our arts and culture education and programming.

Members of the Connecticut Tourism Coalition are being asked to write and email their state legislators and ask them to act immediately in developing a more reliable source of funding for tourism in Connecticut. This will only enable our industry to better assist you in boosting Connecticut's economy, increasing jobs, and expanding revenues.

Harnessing the power of tourism should not be delayed any longer.

Connecticut's citizens need immediate action. Tourism works and should be embraced.



MARK YOUR CALENDAR:
BOARD OF DIRECTORS AND MEMBERSHIP MEETING
Monday, June 19 • 9 a.m. to 12 p.m.
The Pavilion on Crystal Lake in Middletown

For more information about the CT Tourism Coalition or to become a member, please visit tourismCT.com

TOURISM
A PROVEN
BUDGET SOLUTION

[t] CONNECTICUT TOURISM COALITION
tourismct.com

**\$1 MARKETING TOURISM
=\$3 TAX REVENUE**

Charter Oak Federal Credit Union

One of the largest credit unions in New England selected Quinn & Hary as its advertising agency to launch its new brand. The successful multi media campaign incorporated radio, online, print, cable, outdoor and transit.

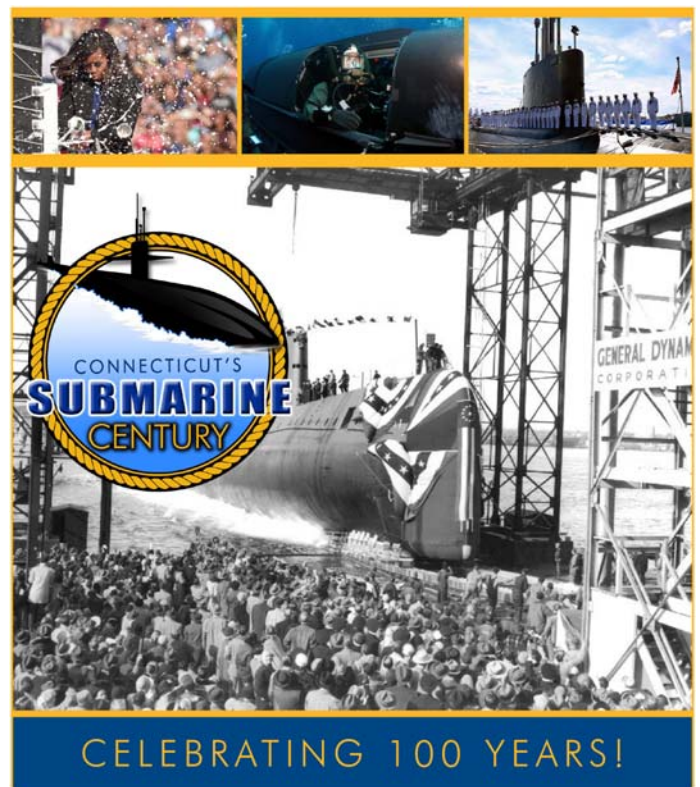
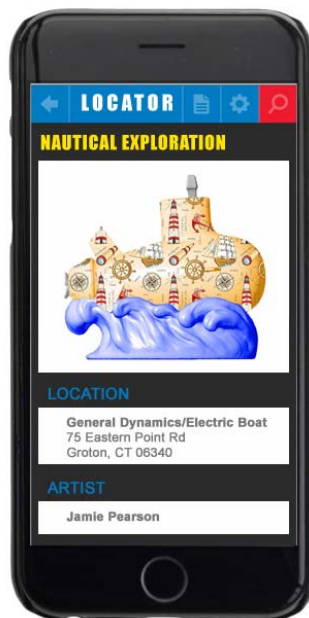
Since late 2008, Q&H has been Charter Oak's advertising agency of record overseeing brand marketing, product launches, media placement, event promotion and Web management. Q&H can proudly take some credit for the credit union's enormous growth (\$475 to \$800 million in assets in 5 years) and Charter Oak's top lender status for four consecutive years (2010 - 2013).



www.CharterOak.org Winner of 2010 Diamond Award for Best Web Site Marketing

Source: Credit Union National Association's Marketing and Business Development Council
Category: Credit Unions of \$500 million to \$1 billion.









Your Account Team

David Quinn, President, Quinn & Hary Marketing

David Quinn has been actively engaged in advertising and communications in Connecticut for over thirty years. As President of Quinn & Hary Marketing, David leads an experienced team of brand strategists, digital experts, creative designers and public relations professionals. Their common goal is to develop and implement successful marketing solutions to grow business for Q&H clients.

In 2002, David founded Quinn & Gellar Marketing, providing creative services, advertising solutions, web development and event management for clients throughout southern New England. The firm expanded its portfolio of communications services and evolved to become Quinn & Hary in 2009. The agency was acquired by Regan Communications Group in early 2013.

A graduate of Wesleyan University, David started his career in radio broadcasting sales in New London, Connecticut where he became General Manager of an AM/FM station group within four years. In 1984, he started a new radio company, Shoreline Communications, and as President, he acquired 102.3 FM, The Wave. The station successfully served eastern Connecticut for 16 years until its sale in 2000.

David has been actively involved the Connecticut community, including the Greater Mystic Visitors Bureau and as a past Director of Mystic Coast & Country Travel Industry Association. He has also been a past Director of the Connecticut Broadcasters Association and the Connecticut Sports Foundation and a past President and former Campaign Chairman for the United Way of Southeastern Connecticut. David was also a twenty year member of the New London Rotary Club, where he became a Paul Harris Fellow and Carl Weis Award recipient.

Saverio Mancini, Vice-President / Public Relations

With more than 20 years of experience in the industry, Mancini brings an outstanding record of achievement in media placements, strategic planning, creative thinking, and project leadership.

Previously, at Cashman & Katz in Glastonbury, Mancini lead successful campaigns for Foxwoods Resort Casino including the grand opening of the Tanger Outlets at Foxwoods. In addition, he developed and executed strategic programs for Saybrook Point Inn & Spa, Cirque du Soleil, Maine's Cape Arundel Cottages, and Connecticut Tourism Coalition.

His past experience also includes winning campaigns for OpSail 2012 Connecticut, NYLO Providence Hotel, Hampton Inn & Suites Providence Downtown, Newport Mansions Wine & Food Festival, and Newport Grand while Deputy Team Leader for Regan Communications in Providence and Hartford. Before that, Mancini managed public relations efforts for two of the largest resort casinos in the world, Foxwoods and Mohegan Sun. He guided efforts for those brands' multiple interests including gaming, entertainment, Tribal culture, dining, conventions, retail and sports.



Jay Stapleton, Account Director, Public Relations

Jay Stapleton is a communications professional with more than 18 years of experience in public relations, marketing communications and journalism. He's led communications and public relations campaigns in sectors including professional services, non-profit organizations, media and tourism. Before joining Quinn and Hary / Regan Communications, Jay handled marketing, business development, awards submissions and public relations programs for a large Connecticut law firm.

He previously served as managing editor of a legal-industry news and information publication based in Hartford, Connecticut and worked as a legal affairs writer and breaking-news journalist for companies including News Corp. and The E.W. Scripps Company in New York and Florida.

Peter Hary, Vice President / Creative Director

Peter brings more than 20 years of experience in graphic design and creative direction to his position as Creative Director at Quinn & Hary Marketing.

A graduate of the University of Connecticut with a Bachelor's Degree in Fine Arts, Peter was elected Art Director of the university's esteemed Design Center in 1995.

Peter began his career in 1996 with Island Design, which evolved to Quinn & Gellar Marketing, and later became Quinn & Hary Marketing, with Peter serving as Creative Director for the agency.

Peter has developed a wide range of creative solutions for an extensive list of clients. His creative expertise touches many facets of marketing strategies and tactics including advertising campaign design, corporate brand identity, website designs and collateral development.

Elissa Bass, Social Media & Content Strategy

Elissa has nearly 30 years experience as a journalist and editor, including more than 25 years working in Connecticut. As a reporter and editor at The Day in New London for 23 years, Elissa developed a deep knowledge of the southeastern Connecticut area.

Three years as a senior manager at hyperlocal news provider Patch.com brought Elissa into a new level of communications, in which community involvement and volunteerism played a major role. Elissa led Patch in audience development and user engagement, and spearheaded Patch's Operation Snuggle, which provided thousands of stuffed animals to the Connecticut State Police to help comfort children in crisis.

A graduate of Bates College with a degree in English literature, Elissa is a nationally award-winning journalist. She believes in giving back to the community, and has participated in the Walk MS, Terri Brodeur Breast Cancer Foundation walk, and MADD About Dancing, as well as other charity events, for many years.



OpSail 2012CT

**“..that our flag
was still there.”**

July 6 - 9th, 2012

OpSail2012CT.org

239 Bank Street Rear
New London, CT 06320

Honorary Chairman:

*Dannel P. Malloy
Governor*

Officers:

*John S. Johnson
Chairman*

*Kevin J. Cavanagh
Vice Chairman*

*The Hon. Rob Simmons
Treasurer*

*Frank McLaughlin
Secretary*

Board:

Rich Bernardo

Bill Cornish

Peggie Ford Cosgrove

Margaret Mary Curtin

Joseph B. Geraci, Ph.D.

Peter Halvordson

Jefferson Harris

Margorie E. Heap

John Markowicz

Stanley Mickus

Barbara J. Neff

Michael E. Passero

Jerry Roberts

Anthony Silvestri

George White

Ex Officio:

*CAPT Marc Denno
USN*

*RADM Sandra L. Stosz
USCG*

April 17, 2013

Tammy Daughtery
Office of the Mayor
City Hall
New London, CT 06320

RE: QUINN & HARY – A Regan Communications Group Company

Tammy,

I understand that one of the PR firms that is submitting a bid to work for us here in New London. Having had two years' worth of experience working with the Regan Group, I would like to share my experiences with you as to how effective their work has been for both OpSail2012CT and some of my companies.

I have long felt that a good PR firm can put a city like New London on the map. And even more important, how vital they can be in making an important event like Opsail successful. When we began our quest for funding from the State of CT, we agreed that for every two dollars raised the State would give us a dollar. But they didn't agree to do that until March, 2012 which essentially gave us three months to bring credibility to our event. They were able to accomplish that with their skill and expertise and familiarity with the media and network television. They are so highly regarded by the media that they were able to get us into the press every week for the run-up to the actual event. That allowed us to raise over \$700,000 in three months – and quite candidly, I would say that without them, our resounding success with OpSail would have NEVER happened. They are complete pros in the PR and marketing business.

I would also point out that Quinn & Hary is a local firm and have been doing business with many of us in our marketplace for years. And now with their relationship with Regan Communications, their product promises to be even stronger.

Finally, I would opine that for Quinn & Hary, the learning curve for getting acquainted with New London is totally flat, and as a result I think we get a stronger effort right from the outset rather than bringing in a firm located outside of the city. They already know what our strengths and weaknesses are, and they don't have to spend anytime "getting on board" with us.

Finally, you should know that from a business point of view, The Gallery and the Frame Shop brought Regan on board several months ago. We



OpSail 2012CT

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Anthony Silvestri

George White

Ex Officio:

CAPT Marc Denno
USN

RADM Sandra L. Stosz
USCG

previously had had a 20 year relationship with another firm, and I have to tell you that Quinn & Hary's work for us from a PR & design basis has literally brought us international acclaim. I'll explain more about that in our meeting next week.

In conclusion, I couldn't recommend to all of us a more capable firm to take over the marketing of our City of New London. They are complete professionals, a delight to work with, and as creative a bunch of men and women as I have ever encountered. We can't go wrong bringing them on board to continue to polish the image of our city as we move forward with not only the Stillman project at Fort Trumbull, but the Coast Guard Museum, and the new ferry terminal. We have so much going for us and we just need a firm that is capable of telling the complete story. Quinn & Hary, a Regan Communications Group Company, can and will do that job for us. I would bet my reputation on this recommendation!

Sincerely,

John S. Johnson
Chairman
OpSail2012CT



a 32 Chicago Avenue, Groton, CT 06340
t 860-446-8085 • 800-962-3237
w www.CharterOak.org

April 17, 2013

To Whom It May Concern:

I am pleased to provide a letter of recommendation for Quinn & Hary Marketing / Regan Communications of New London, Connecticut. Quinn & Hary has been the agency of record for Charter Oak Federal Credit Union since 2008.

In the past five years, Quinn & Hary has been an integral part of Charter Oak's significant growth in eastern Connecticut.

Quinn & Hary handles all of Charter Oak's advertising and public relations in conjunction with our in-house marketing department. Their communications services include branding strategies, creative design, advertising campaigns and media placement. Q&H also built our award winning Web site, our mobile Web site, and they continue to maintain these sites.

Charter Oak Federal Credit Union has grown its membership significantly in recent years. Our loan portfolio has also grown substantially. For three consecutive years, Charter Oak has been named the number one lender in eastern Connecticut by the Warren Group. Quinn & Hary has been a big part of our success.

Without hesitation Charter Oak would be happy to refer Quinn & Hary / Regan for marketing and public relations services for any institution, private or public sector. Please contact me if you need further information.

Sincerely yours,

Brian A. Orenstein
Chief Executive Officer
Charter Oak Federal Credit Union



City of New London Office of the Mayor

181 State Street • New London, CT 06320 • Phone (860) 447-5201 • Fax (860) 447-7971

January 17, 2017

To Whom It May Concern:

As Mayor of an energetic, vibrant small city, I need a trusted marketing partner to help develop our brand message and to effectively and consistently communicate the good news about what is happening in New London, Connecticut.

I have found such a partner in Regan Communications Group and its subsidiary, Quinn & Hary Marketing.

Regan Communications has been the Marketing and Public Relations agency of record for the City of New London for the past three years, and during that time, their team has performed effectively and delivered tangible results. Team members have become part of the City's fabric, working with our many nonprofit organizations, strategic marketing campaigns, New London Public Schools and annual festivals, to create and deliver positive brand messages about the City to local, regional, statewide and national audiences.

Whether it is a glowing article in the Boston Globe or New York Times, an intensive and time sensitive campaign to drive enrollment in our all-magnet school district, or strategizing and executing on a variety of fast moving initiatives, Regan Communications has been there, working under two City administrations, to be that valued partner so critical to the City's success.

Regan has worked extensively with our Department of Economic Development to achieve increased awareness for the City and its many partners, including:

- Economic Development Commission Business Recognition Campaign
- Marketing of New London's Magnet Schools District
- National Coast Guard Museum strategic marketing & web development
- Rebranding/relaunch for New London's Development Corporation (RCDA)
- Garde Arts Center promotion & creative design
- Connecticut Maritime Heritage Festival
- Annual "Celebrate New London" event in partnership with New London schools and the Coast Guard Academy
- City Hall Renovation Project/Time Capsule Unveiling
- New London's "Coast Guard City" Designation
- Chefs in Schools Program at New London Public Schools
- "Connecticut's Coast Guard Summer" branding & web development
- New England Foundation of the Arts Creative Community Exchange 2017

January 17, 2017
Page 2

- City Flats/The Shipyard residential development initiatives
- Snow Removal Initiative for the community
- New London Poet Laureate Program

The strong and successful partnership between Regan Communications dba Quinn and Hary and the City of New London is a critical component to achieving our strategic goals of attracting developers, visitors, and families seeking educational opportunities for their children.

I wholeheartedly endorse Regan Communications Group as a partner for your community efforts, particularly with regard to strategic brand development and marketing. Please don't hesitate to contact me for further information.

Sincerely,



Michael E. Passero
Mayor, City of New London



Proposed Quinn & Hary Fees

- Quinn & Hary to provide the CT Port Authority with monthly public relations, communications, marketing and graphic design services.
- Proposed monthly retainer fee of \$10,000.00 per month; Terms would be net 10 days.
- The term of this Agreement is twelve (12) months starting October 1, 2017 and ending September 31, 2018.
- Additional marketing and communications services would be available from Quinn & Hary for an additional fee including database acquisition, video production, photography, printing, media vendor time and space and other third party marketing needs.

Q&H looks forward to
a successful partnership with the
Connecticut Port Authority

SCHEDULE A

PAYMENT FOR EXTRA SERVICES

1. The fee amount for Extra Services may be increased by a supplemental agreement if the scope for the Extra Services is enlarged. The fee amount for Extra Services may be decreased without a supplemental agreement if (a) the Extra Services are decreased, (b) a termination occurs, or (c) the Agreement is allowed to expire if the Authority's funds are exhausted before the Services are completed.
2. If cost for Extra Services cannot be determined in advance with reasonable accuracy, and will, rather, be paid on an hourly basis, the maximum hourly rate for each classification of employee to be used for such purpose shall be as follows:

CLASSIFICATION OF EMPLOYEE MAXIMUM HOURLY RATE OF PAY

Experience Level of Consultant(s)	Hourly Rate
Junior Consultant (1-4 years' experience)	\$75
Mid-Level Consultant (4+ years' experience)	\$100
Senior Consultant (4-8 years' experience)	\$150
Expert Consultant (8+ years' experience)	\$200
Senior Expert Consultant (20+ years' experience)	\$250

***Classification and rates to be determined during negotiations for Extra Services.**